

Dallas

APRIL • 1954

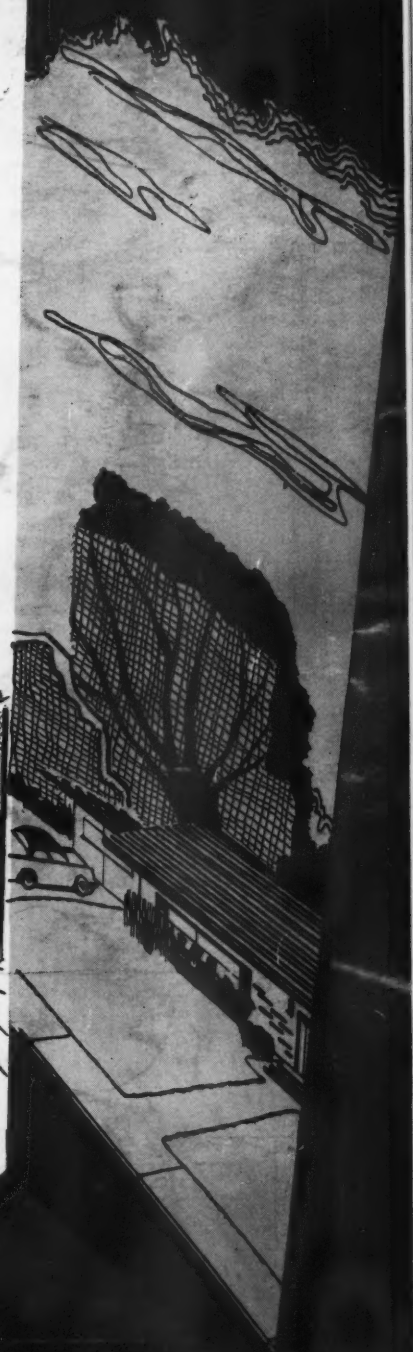
142
INSURANCE

Sturtevant Jr.
119 Main
Dallas Texas

Public Library

30 954

Dallas Texas



Our Reputation...

The Group With Civic Consciousness

We earned the reputation *The Group With Civic Consciousness* by voluntarily supporting, both with time and funds, these worthy projects...

- Dallas Fire Prevention Week
- Youth for Traffic Safety Conference
- Dallas Crime Commission
- Dallas Citizens' Traffic Commission
- SMU Insurance Center
- Special Schooling for Policemen
- Special College Insurance Courses
- Junior Achievement, Inc.

All of these projects receive our major support because they help improve Greater Dallas...the community in which we live, do business and take just pride.



The Dallas Association of Insurance Agents

composed of local agents representing stock companies

812 Wilson Bldg

RA-6419

Flying Red Horse Survives Fire!



McAX Porcelain Enamel Signs Prove Their Metal!

An on-the-spot photographer took these pictures of a Magnolia Petroleum Company gasoline truck immediately after it had caught fire and burned near Laredo last month. The heat was so intense that even the windshields were melted! However, like the three Hebrew children, the McAx porcelain enamel signs withstood the tremendous heat

without a trace of ill effect and are still good for a lifetime of effective advertising.

McAx is proud to have made more than 10,000 of these shields for Magnolia for use all over the great Southwest. When you see them, you'll know that they represent products of real quality: petroleum products by Magnolia . . . porcelain enamel signs by McAx.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company

White Swan Fine Foods

1874 Bolanz &
Bolanz

Real Estate and Insurance

1875 First National
Bank in Dallas

Banking

1876 Trezevant &
Cochran

Insurance Managers

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.

Advertising Printing

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

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Company

Fancy Foods Imported and Domestic
Fine Food Gifts, All the Staples

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.

The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines
Inland Marine, and Automobile
Insurance

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1906 Geo. W. Works
and Company

Realtors — Insurers

1907 Tennessee
Dairies, Inc.

Foremost Dairy Products

1910 Red Bryan's
Smokehouse

Barbecued Meats

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers



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DANA WARE Editorial Assistant
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J. Ben Critz
Assistant Manager—
Andrew W. DeShong

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Civic Affairs J. Ben Critz	Meetings J. Ben Critz
Dallas-Ft. Worth Metropolitan Area Committee J. Ben Critz	Membership Jim Cabanis
Dallas Magazine	Membership Services Jim Cabanis
Editorial Horace Ainsworth	Military Affairs M. E. Hannon
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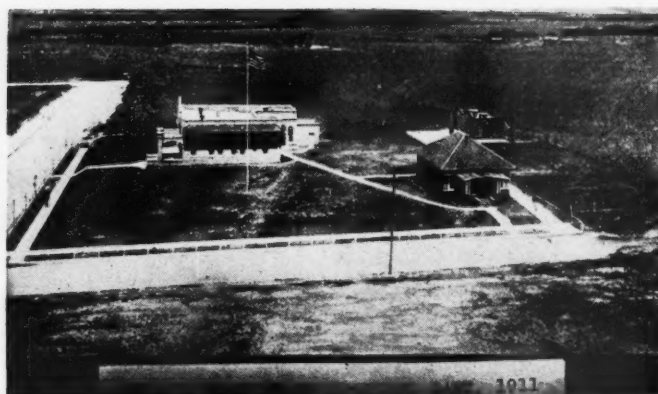
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				Horace Ainsworth	
Treasurer				Retailers—R. C. Dolbin	
DAWITT T. RAY				Transportation—	
				Sam Goodstein	
				F. E. Rice	
				Washington Office—	
				Dale Miller	
National Councilor					
GEO. WAVERLEY BRIGGS					

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GROWING

STATEMENT OF CONDITION

At the Close of Business April 15, 1954

ASSETS

Cash on Hand and Due from Banks	\$190,927,812.82	
United States Government Obligations	\$ 89,159,080.29	
Public Housing Authority Obligations (Fully Guaranteed)	13,182,252.66	
State, County and Municipal Bonds	13,890,357.69	116,231,690.64
Stock in Federal Reserve Bank		900,000.00
Other Bonds		802,730.00
Commodity Credit Corporation Certificates		35,743,881.47
Loans and Discounts		207,959,178.76
Income Accrued		1,917,275.74
Letters of Credit and Acceptances		558,706.14
Banking House and Equipment		7,705,836.54
Other Assets		296,989.34
		\$563,044,101.45

LIABILITIES

Capital Stock	\$15,000,000.00	
Surplus Fund	15,000,000.00	
Undivided Profits	5,593,325.03	\$ 35,593,325.03
Reserved for Contingencies		2,807,233.52
Reserved for Taxes, Etc.		3,165,531.92
Deferred Income		475,038.56
Letters of Credit and Acceptances		558,706.14

DEPOSITS:

Individual	332,062,302.88	
Banks	172,164,519.35	
U. S. Government	16,217,444.05	520,444,266.28
		\$563,044,101.45

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INSURANCE CO.
BEN H. WOOTEN
PRESIDENT
TODDIE LEE WYNNE
PRESIDENT, AMERICAN LIBERTY OIL CO.

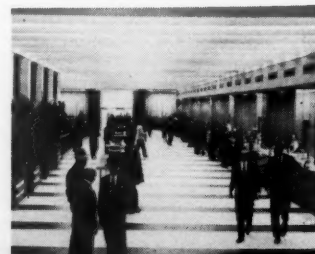


The major difference between
banks of today is the way
people are treated.



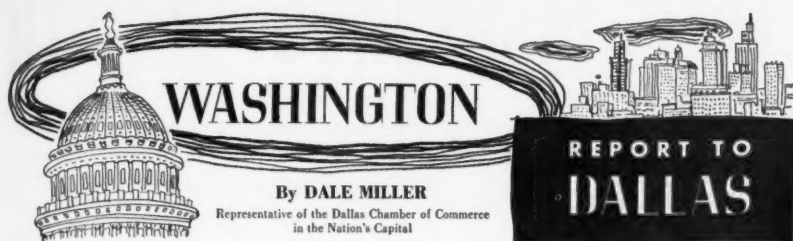
79th year of dependable personal service

Ben Wooten
PRESIDENT



NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



The Crucial Test on Taxes

THE comprehensive tax-revision bill is undergoing extensive hearings in the Senate Finance Committee just now, and it appears at this writing that the hearings will consume the entire month of April and may extend well into May. Even thereafter it may take considerable time to complete the mark-up of the bill and then find a place for it on the Senate calendar. The pace is slow and leisurely, belying the economic and political importance of this far-reaching revision of the revenue code, but neither political party is manifesting any desire to hurry the showdown which must inevitably come to pass on this crucial issue. In fact, the prospects now are that several more weeks may elapse before the Senate acts on the bill, and even then the bill may languish in conference committee for some time while the differences in the House and Senate measures are reconciled.



DALE MILLER

A totally different situation exists with respect to this comprehensive bill than prevailed during the consideration of the excise tax-reduction measure. It was necessary for the earlier bill to be enacted and signed before April 1, in order that the new excise rates on a multiplicity of items could become effective on that date, since excise taxes are collected at the moment of purchase, and a chaotic condition would develop if an attempt were made to make any provisions of such a bill retroactive. As to the measure now under consideration which involves a broad revision of the revenue structure of the federal government, however, no such urgency exists. On the contrary, the policy being followed is one of calculated delay.

There are several reasons why the vital decision on this major tax issue is being deferred. To begin with, this comprehensive bill, unlike the excise tax-reduction

measure, deals primarily with tax rates computed and collected on an annual basis, and the provisions of such a bill can be made retroactive or prospective as Congress may determine, regardless of the date of final passage. Furthermore, the bill represents the first major overhaul of the federal revenue code which has been undertaken for many years, and the task is monumental in both scope and complexity. Despite the many weeks devoted by the House Ways and Means Committee to the preparation of the measure, it is generally conceded that much of the language in the House version should be re-drafted, and the hearings now underway before the Senate Committee will throw additional light on the need for clarifying certain ambiguous provisions.

Another reason for the slowdown in the consideration of the tax-revision bill is that many members of Congress, particularly the tax-writers, habitually keep a watchful eye on the various appropriations bills which concurrently are being processed in the legislative mill; for the amount of money which Congress allocates for expenditure during the next fiscal year will exert an influence, of course, on the amount of money which Congress authorizes the Treasury to extract from the taxpayers. Another unbalanced budget is inevitable in any event, but the degree to which Congress is liberal with its appropriations will determine the extent to which deficit financing becomes necessary, and this in turn will influence the amount of tax reductions which the comprehensive revenue bill will ultimately allow. All appropriations bills should be enacted before June 30, of course, in order that funds can be made available to the government departments for the fiscal year which begins the following day, and, since considerable time is often required to iron out differences between House and Senate bills, the Senate Finance Committee, by slowing down action on the tax measure for a few weeks, can get a reasonably clear picture of the fiscal outlook as af-

ected by the appropriations bills before making its final decisions on revenue.

Not the least important of the factors which are influencing the slowdown on the tax bill, of course, is the uncertain condition of the national economy. Whether the recession of the past several months is being overcome, or whether it is deepening, or whether it is leveling off, are questions which are uppermost in the minds of both economists and politicians on Capitol Hill these days, and the answers which business indices should supply during the next few weeks will decisively affect the fate of the tax-revision bill. A recovering economy will bolster the Administration's fiscal program, but any prolonged recession, or the fear of one, will strengthen the Democratic drive to provide greater tax relief for individuals.

Backstage on the tax revision bill: Eisenhower has a thin edge in a desperate political struggle.

The sword of Damocles poised over the Administration's revenue bill, of course, is the Democratic effort, spearheaded in the Senate by Senator George, to increase individual exemptions from \$600 to \$800 this year and to \$1,000 in 1955. A somewhat similar amendment was barely beaten in the House, by a vote of 210 to 204, and the issue in the Senate may be as closely resolved. The decision hangs by the slenderest of political threads today, with the Senate membership consisting of 48 Democrats, 47 Republicans, and one Independent. Any defection in the political ranks of either side will constitute the balance of power.

It is, indeed, a desperate political struggle which is shaping up on Capitol Hill. Although other political developments taking place in Washington these days are sometimes more spectacular, the conflict over the comprehensive tax-revision bill is considered by the Administration to represent its severest and most crucial test. The fiscal policy embodied in the revenue bill constitutes the heart of the Eisenhower program, and the struggle in which the President is now engaged is one he feels he cannot afford to lose. The vigor and sincerity with which he is carrying his case to the people appears to have given his forces a thin edge of advantage today, but the issue will likely remain in doubt until the roll is called.

Sales Accelerate Insurance Growth

By Roy Johnson



THE life insurance business in Dallas is moving into the middle of 1954 with a firm resolution to better the record-breaking business year they established in 1953.

More than 50 Dallas-based firms met last month to announce sales records and to voice optimism for the industry in the future.

The accent this year, as in all other industries, will be on sales. The salesman is the kingpin of the business and all Dallas companies are concentrating their efforts toward increased sales.

The salesman first of all has his work lightened by the belief that he is not only increasing his own stature through sales, but sends his company forward and is doing his customer a favor as well. In short, he believes the "product" he offers the prospect cannot help but be invaluable to him, his heirs and dependents. It is an enjoyable way to work—selling something that is good for all—the insurance salesman will tell you.

The insurance business has meant much to Dallas. It would be impossible to estimate the number of new homes, filling stations, grocery stores, clothing establishments and the number of just good citizens the growth of the insurance industry has meant for Dallas.

Likewise, who can tell how much in increased sales to the older businesses in Dallas has been effected in this industry's growth.

Company after company has made its way to Dallas. Many of the firms based here were born here. And the growth of most of them has been very heartening. In some cases, fantastically so.

Beautiful new buildings have sprung from Dallas insurance firms. Others are on the planning boards or in the hands of the construction crews. Few Dallas firms would doubt that there will be others. The insurance business believes it has just scratched the surface of the potential sales in insurance.

More and more the industry has worked to educate the people of the nation that insurance is the answer to old age. Many have come to think of insurance as the method of planning an education for their children. Forward looking men in the business look for greater and greater years in providing a long needed security for the little man and his well-to-do neighbor, too.

In the fifty-first annual report to stockholders of the Southwestern Life Insurance Company, President James Ralph Wood reported sales of \$153,000,000 for 1953, a record year. The company had \$1,065,059,933 of insurance in force at the close of the year among its 275,000 policyholders. Assets totaled \$296,192,307, an increase of more than \$25,000,000 for the year.

Southland Life Insurance Company announced the plans for

building a huge new business center on the northern edge of the downtown business district at the firm's annual meeting. President Dan C. Williams also noted a record year in insurance sales for his company.

Mr. Williams said his company had counted \$136,510,283 in new paid business, representing an increase of 25 per cent. Total Southland insurance in force at the close of the year was \$800,445,205. Total assets rose to \$157,116,000, another high.

Gibraltar Life Insurance Company of America disclosed an 18 per cent increase of its insurance in force bringing the total to \$60,067,000. The firm's 1953 premium income rose to \$2,224,724 and assets increased 39 per cent to \$4,403,473, President W. E. Nettle said.

Republic National Life Insurance Company topped the city's home firms with a record-shattering \$147,654,377 in new insurance sales for the year. The banner sales year brought the total insurance in force to \$521,020,893, President Theo P. Beasley told shareholders in the firm.

Mr. Beasley also disclosed the company's assets reached \$66,613,036 and capital and surplus totaled \$1,795,964.

Universal Life and Accident Insurance Company reported an increase of insurance in force of \$3,720,157, bringing the total to \$80,266,861. President Harry Brodnax said assets had increased to \$10,138,899. The firm moved its home offices to the corner of Ross and Lamar during the year.

A gain of \$5,735,484 in in-force insurance was reported by Rio Grande National Life Insurance Company of Dallas. President R. W. Baxter reported an assets' gain of \$1,105,724 and a capital and surplus gain of \$222,395 for the year.

An increase of \$40,522,793—or 12.8 per cent—in premium and investment receipts was noted by E. H. Barry, executive vice president of Reserve Life Insurance Company. Assets totaled \$31,380,651, a gain of 21.4 per cent during 1953. The company now ranks first in the Southwest and fourth nationally in hospital insurance. C. A. Sammons is president.

Great National Life Insurance Company put \$23,559,000 of new life insurance into effect during 1953, its twenty-sixth year, bringing the total to \$148,083,759, a new all-time high. S. J. Hay, president, said total assets increased to \$25,349,315.

Life insurance in force with the Great American Reserve Insurance Company reached a record high of \$86,274,925. Travis T. Wallace, president of the company, noted that the record had been attained in only ten years. Total premium income including accident and health was \$5,184,695. The company assets were \$6,555,749—an increase of 18 per cent over the preceding year.

During its first year of operation as a legal reserve stock company, Western States Life Insurance Company acquired premium income of about \$380,000 and established almost \$5,000,000 of insurance in force, President R. W. Pullen announced.

At United Fidelity Life Insurance Company's meeting, President D. Easley Waggoner reported the firm's insurance in force had increased to \$127,724,818 and total assets had reached \$29,994,196 at the year's end. Combined surplus and capital totaled \$5,423,518.

President C. L. Dunlap of United American Insurance Company called 1953 the company's most successful in history.

Income was set at \$859,627, a gain of 11.2 per cent over 1952. Assets increased by 21.7 per cent to \$895,846.

Insuromedic Life Insurance Company stockholders passed a resolution approving the firm's application to operate in Oklahoma, Arkansas, Louisiana and New Mexico. President Pioneer Fisher announced the opening of a branch office in Fort Worth and reported assets had increased to \$2,008,285 and insurance in force had increased to more than \$7,850,000 during the year.

The two-year-old Great Southwest Life Insurance Company of Dallas noted the largest percentage of increase in insurance in force—a whopping 205 per cent. President D. A. Childre told stockholders capital and surplus had climbed to \$250,000 and assets to \$334,221.

Rural Life Insurance Company Board Chairman J. S. Sharp told his firm's shareholders assets had gained from \$4,170,427 to \$4,775,904 during the year. The company now has \$38,012,614 in insurance in force and policy reserves of \$4,015,724.

Premium income increased 25 per cent at American Investors Life Insurance Company, President V. K. Howard told stockholders. Total resources jumped 66 per cent, an increase of \$667,815 and capital and surplus increased \$233,238—an 86 per cent gain. Total assets are \$1,679,615; capital and surplus, \$505,152. Of the increase, \$168,800 was operating profit while the balance came from sale of new stock, Mr. Howard said.

Executive Vice President J. N. Nutt told stockholders of the Mercantile Security Life Insurance Company the firm's investment return amounted to 6.1 per cent during 1953. The firm has a \$1,000,000 capital and a \$2,000,000 surplus.

United Bankers Life Insurance Company reported an increase of 52.7 per cent in capital and surplus and total assets increase 58.9 per cent during 1953. President Don J. Willmon said life insurance in force gained 11.2 per cent and income from all sources rose 22.6 per cent.

Stockholders of Fidelity Union Life Insurance Company learned assets of the firm had increased from \$20,894,649 to \$23,503,257 during 1953. President Carr P. Collins said total insurance in force rose to \$164,159,785 at the year's end.

President Charles W. Windham of Girard Life Insurance Company told of an all-time high of \$127,391,764 in in-force insurance and a surplus to policyholders of \$1,968,909.

Mr. Windham, also president of Girardian Insurance Company, said insurance in force there totaled \$20,369,671 in the new firm's first year. Surplus for policyholders amounted to \$1,132,070, including \$650,000 in paid-in capital.

Pierce P. Brooks, president of the National Bankers Life Insurance Company told shareholders of a 44 per cent increase in total assets in 1953, bringing the total to \$7,194,529. The surplus totaled \$768,515.

Mr. Brooks is also president of the Union Bankers Life Insurance Company. For this company, he announced a total premium income of \$280,000 and a monthly average production rate of \$500,000 after only eight months of operation. The firm, which operates in 10 states, declared a five per cent dividend after its first eight months of business.

President A. Prestwood of Excelsior Life Insurance Company of Dallas reported asset increases of \$100,458 over 1952. Total assets of \$1,948,591 and a capital and surplus of \$765,118 were announced.



GORDON DURDEN



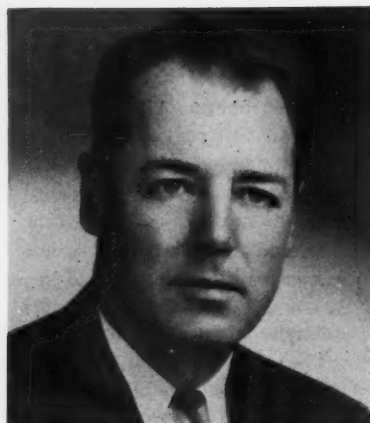
JOHN M. HEFNER, JR.



J. FRANK SMITH



CARL H. HUNT



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Competing Insurance Men Work

DALLAS is particularly fortunate in being first among the nation's cities in the total number of life insurance home offices and third in the United States in total company assets. But also the city is fortunate in that it bases so many good citizens in civic-minded organizations spawned by the huge insurance industry.

Clubs made up of insurance men work with the Red Cross, Community Chest, Citizens Traffic Commission, Cancer Research Society, Heart Association, Boy Scouts of America and many other charitable and worthwhile movements.

True, the insurance man has a business interest in improving health conditions, preventing fires, traffic casualties and the like, but historically he has taken more than a selfish interest in the betterment of his own community.

Some of the more important associations which work for a better Dallas are the Dallas Association of Life Underwriters, the Dallas Association of Mutual Insurance Agents, the Dallas Association of Insurance Agents, the General Agents and Managers Club of Dallas, the Insurance Club of Dallas and the Dallas Association of Accident and Health Underwriters.

General Agents and Managers Club of Dallas

The General Agents and Managers Club of Dallas supports those principles of life underwriting and agency management which guarantee to the public full justice and the highest possible service by taking no unfair advantage of competitors and by refraining from allowing to be made any incomplete, unfair or misleading statements concerning the contracts of the members or of competing companies.

The group endeavors to develop within its members knowledge, ability and character commensurate with the responsibilities of the life insurance industry and lends aid in every possible way to the activities and objectives of all civic and service organizations of Dallas.

Gordon Durden is president, Norman Vanderwoude, vice president; Bob Farmer, second vice president; James H. Stevens, treasurer; Jack Pierce, secretary, and Lloyd M. Miller, E. E. Dale, P. J. Huffstetler, L. Mortimer Buckley and John Savage, directors.

Dallas Association of Insurance Agents

The Dallas Association of Insurance Agents is an educational trade association consisting of Dallas' leading stock insurance agents. This civic-conscious group has as its slogan "Supporting Right Principles and Opposing Bad Practices in the Business."

Aims of D.A.I.A. are to promote and protect the interests of the public and its members in maintaining the insurance business on a high moral and legal plane; to protect and safeguard the insuring public through formulation of proper rules and regulations; to foster, encourage and support the adoption

Working Together on Civic Projects

of all measures designed to reduce fire waste and to elevate the individual and professional standard of the insurance business.

Officers of the club are Carl H. Hunt, president; Charles R. Eversole, vice president; Don M. Houseman, second vice president; W. Nicholas Williams, secretary-treasurer, and Max Scheid, executive secretary.

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The membership of the Dallas Association of Mutual Insurance Agents is limited to those exclusively or principally mutual fire and casualty insurance companies issuing non-accessible dividend paying policies. About 30 such agencies exist in the Dallas area.

Mutual fire and casualty insurance has been available in Texas for many years, but for the most part only through sales personnel employed by and for one company. The oldest mutual insurance agency in Dallas was organized only in 1937.

Although the mutual agent in Texas is comparatively new, mutual insurance itself is actually older than the nation itself. The first such company was organized in Philadelphia in 1752 and still operates in the Quaker City.

The chief aims of the D.A.M.I.A. are to provide educational programs and facilities for its member agents, and to further enlighten the general public as to the services offered by the local mutual insurance agent.

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The life insurance salesman of today is a professional family counsellor and, as such, must keep abreast of current developments in the insurance profession.

"One of the aims of the D.A.L.U. when it was formed 40 years ago was the desire to further the professional education of its members. That still is one of our major goals," Elliott McClung, president, said.

The public is best acquainted with D.A.L.U. through its annual sponsorship of the Dallas County Cancer Crusade. For the ninth consecutive year, its members in April devoted one full day to the raising of funds to combat cancer.

Individual members serve as guest lecturers at the Institute of Insurance Marketing at Southern Methodist University, and are active members and leaders in such civic organizations as the Red Cross, Heart Association, Community Chest, Boy

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It acts as a self-policing agency for the sickness and accident insurance field, which has no regulations on rates and types of policies written.

The association stands ready to provide information to any individual seeking knowledge about any company or agent.

It encourages the training of agents and tries to promote higher ethical standards in the profession. It is a member of the state and national associations and accident and health underwriters.

The association recently elected Jack G. Claiborne president for 1954. Others on the slate of officers include Clarence C. Martin, vice president; A. L. Ragle, second vice president; Elmo Lee, secretary-treasurer; Claude Cox, publicity director, and William H. Lovelace, Gerald Gustafson and Densel Dean, recently appointed directors for the 1954-55 term.

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The membership has common interests and problems, such as working with the Citizens Traffic Commission and other projects having the purpose of prevention of loss of life and property. The club strives also to make Dallas as great an insurance center as possible and to make the public aware of the contribution to the city made by the industry.

The club room in the Hotel Adolphus spreads over 6,000 square feet of floor space, including a main dining room with a seating capacity of 100 persons and two private dining rooms which can accommodate 30 persons each.

It is the third such club organized in the insurance industry in the United States. Sister clubs in San Antonio and Houston have followed the lead of the Dallas club and plans are in progress for future clubs in Fort Worth and Austin.

J. Frank Smith is president, Hal Gullede, vice president; Franklin Wasko, secretary; James F. Miazza, treasurer, and Cecil E. Archibald, L. Mortimer Buckley, F. R. Charles, R. R. Davenport, Emerson Davis, Allen Cureton, Clarence C. Gorsuch, J. Alton Jones, Robert B. Lovelace, Hobert Price, Max Scheid, R. Barney Shields and Gordon S. Yeargan, directors.



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LOCATION OF DALLAS' proposed four-unit 40-story Southland Center at Live Oak, Pearl, Bryan and Olive is pointed out by John W. Carpenter, chairman of the board of Southland Life Insurance Company, developers of the center, to President Dan C. Williams, left, and Executive Vice President Ben H. Carpenter.

Southland Buys Entire City Block For Multi-Million Dollar Center

THE first step toward building Dallas' new 40-story Southland Center, that of demolishing the Muntz Building at Live Oak and Pearl, has begun on schedule.

A temporary parking lot will be set up on the site of the old building to relieve the tight parking situation in the area.

The new center, which will be comparable to New York's Rockefeller Center, will be the largest downtown office building development ever undertaken in Dallas.

Plans call for four units in the development, three buildings above ground level and an underground parking station capable of handling more than 2,000 automobiles daily.

The center will be located on the entire city block bounded by Live Oak, Pearl, Olive and Bryan. More than a year's negotiations were required in the purchase of the land and the re-location of six tenants on the 100,000-square-foot block. Twelve owners were dealt with by Hudson and Hudson, Dallas realtors.

Plans call for the parking garage and 40-story structure to be the first units completed. Work will start soon after January, 1955, and should be completed by summer, 1957, Board Chairman John W. Carpenter disclosed.

Southland has established a special staff to supervise the Southland Center project. The department will work

directly under the firm's executive committee with Ben H. Carpenter, executive vice president, as chairman.

Assembly of the property involved handling of 100 legal instruments before the transactions were completed. Five title companies and 25 attorneys were utilized in the property acquisition.

The site is just a block off Central Expressway and two blocks from the city's newest skyscraper, the Republic Bank Building.

"The decision to initiate this development is evidence of the board's faith in the future of the great and growing area made up of the Southwestern and Western states and particularly its confidence in the increasing stature of Dallas' position as a leading economic and financial center of the entire western hemisphere," Mr. Carpenter said.

Southland Life is one of the nation's leading insurance companies and one of Texas' largest chartered insurance firms. The firm has assets in excess of \$160,000,000 and insurance in force of more than \$800,000,000. It maintains 54 branch offices in 10 states and the District of Columbia in addition to its Dallas home office and a Washington, D. C., district office.

The company has 1,500 employees and in 1953 added \$136,510,283 in new business for a record year.

This is your Republic

STATEMENT OF CONDITION

APRIL 15, 1954

RESOURCES

Cash and Due from Banks	\$162,530,322.47
U. S. Government Securities	86,272,475.88
U. S. Government Agency Securities	10,525,266.48
State, Municipal and Other Securities	3,363,589.43
Stock in Federal Reserve Bank	1,500,000.00
Loans and Discounts	284,030,856.39
Bills of Exchange and Commodity Loans	10,986,527.08
Real Estate—New Building and Equipment	15,288,105.19
Acceptances and Letters of Credit	11,697,606.30
TOTAL	\$586,194,749.22

LIABILITIES

Capital	\$ 24,000,000.00
Surplus	26,000,000.00
Undivided Profits	6,801,959.03
56,801,959.03	
Reserve for Dividend, Payable May 1, 1954	240,000.00
Reserve for Contingencies	4,802,705.78
Reserve for Taxes, Etc.	4,297,643.63
Acceptances and Letters of Credit	11,974,606.30
Deposits:	
Individual	\$344,420,730.00
Banks	150,781,007.77
U. S. Government	12,876,096.71
508,077,834.48	
TOTAL	\$586,194,749.22

Assets of the Republic National Company are not included in the above statement.

DIRECTORS

KARL HOBLITZELLE, Chairman of the Board

EDWARD H. CARY, JR.
Pres., Cary-Schneider Investment Co.
JOHN W. CARPENTER
Chairman, Southland Life Ins. Co.
WIRT DAVIS, II
Investments
FRED F. FLORENCE
President
R. B. GEORGE
President, R. B. George Investments, Inc.
HAMLETT HARRISON
Exec. V.P., Trinity Universal Ins. Co.
J. M. HIGGINBOTHAM, JR.
Higginbotham-Bailey Co.
RALEIGH HORTENSTINE
President, Wyatt Metal &
Boiler Works

J. C. KARCHER
President, Concho Petroleum Co.
J. L. LATIMER
President, Magnolia Petroleum Co.
W. W. LYNCH
President, Texas Power & Light Co.
B. F. McLAIN
President, Hart Furniture Co.
LEWIS W. MACNAUGHTON
President, DeGolyer & MacNaughton
STANLEY MARCUS
President, Neiman-Marcus Co.
HOMER R. MITCHELL
Chairman, Texas Employers
Insurance Association
CHARLES R. MOORE
President, Austin Bridge Co.

J. H. PEARLSTONE
President, Pearlstone Mill &
Elevator Company
GEORGE HARVEY PENLAND
Chairman, Southwestern
Drug Corporation
LAWRENCE S. POLLOCK
President, Pollock Paper Corp.
J. W. SIMMONS
President, Simmons Cotton
Oil Mills
R. L. TAYLOR
Vice-Pres., Sears, Roebuck & Co.
JOE C. THOMPSON
President, Southland Corp.
WILLIAM H. WILDES
Pres., Republic Natural Gas Co.

REPUBLIC

NATIONAL BANK of Dallas

MEMBER
FEDERAL
DEPOSIT
INSURANCE
CORPORATION

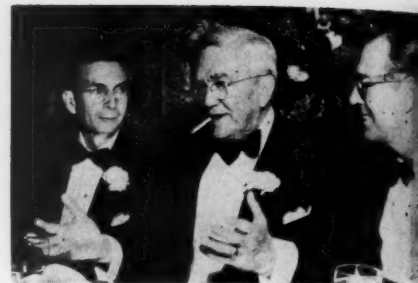
CAPITAL AND SURPLUS \$50,000,000 ★ LARGEST IN THE SOUTH



FIVE PRINCIPAL speakers included Charlie Scott, Walter W. McAllister, C. E. Whitmore, Dr. Herbert Howard and J. B. Adoue, Jr.



LOOKING OVER the program relating the story of Mr. Wooten's life are J. Curran Conway, William K. Divers and Nathan Adams.



DALLAS' MAYOR R. L. Thornton, center, illustrates a story for two out-of-town guests, Lacy Boggess and Dr. J. C. Matthews.

The Southwest Honors

BEN H. WOOTEN, president of the First National Bank in Dallas and the 1953 president of the Dallas Chamber of Commerce, was the guest of honor at a dinner said to be the largest affair of its kind in the city's history.

MRS. BEN WOOTEN received special attention from Mrs. E. E. Shelton and Mrs. Francis Cherry just before the dinner began. Below, Mr. Wooten receives a formal resolution from J. Curran Conway, as E. E. Shelton listens.



More than 1,300 persons paid tribute to Mr. Wooten as the governors of four states and 17 speakers heaped plaudits on the former Shelby County farm boy who rose to chairman of the board of the Federal Home Loan Bank of Little Rock, Arkansas.

The dinner came upon his retirement from the chairmanship of the Little Rock bank and was sponsored by 250 savings and loan associations in the Southwest District.

Governors Allan Shivers of Texas, Francis Cherry of Arkansas, Edwin L. Mechem of New Mexico and Johnston Murray of Oklahoma added their words of praise for the Dallas business, civic, educational and religious leader. Dallas Mayor and fellow bank president, Robert L. Thornton; former mayor and president of the Dallas Clearing House Association, J. B. Adoue, Jr.; Dr. Herbert Howard, Mr. Wooten's pastor; Dr. J. C. Matthews, president of North Texas State College; and members of savings and loan associations and home loan bank organizations were principals paying tribute to Mr. Wooten.

E. E. Shelton, president of Dallas Federal Savings and Loan Association, was general chairman of the dinner. He received an ovation from the overflow audience for his performance as toastmaster.

Charlie Scott, president of the First Federal Savings and Loan Association at Jackson, Mississippi, was the first speaker of the evening. Mr. Scott praised Mr. Wooten for his work in solving the mul-

tiple problems of home loan financing in Mississippi as district home loan executive.

Walter McAllister, chairman of the Home Loan Board, Washington, D. C., recalled how Nathan Adams, chairman of the board of the First National Bank in Dallas, persuaded Ben Wooten to resign from the Texas State Banking Department to head the Little Rock Home Loan Bank. Mr. Adams was on the first board of five named to administer the 1932 act creating the home loan bank.

Dr. Matthews predicted that "the history of Ben Wooten will give him the accolade of educational statesman." Mr. Wooten, a graduate of the Denton college, at one time considered following the teaching profession.

Mr. Adoue touched on Mr. Wooten's role in civic achievements — local, state and national. The honored guest's pastor, Dr. Howard, called him the "kind of

MUSIC was supplied by the 40-voice choir of North Texas State College.



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GENERAL CHAIRMAN and toastmaster of the dinner was E. E. Shelton, president of Dallas Federal Savings and Loan Association.

churchman who serves humbly in the vineyard of the Lord."

Governor Shivers said it was appropriate that the visiting governors should participate in the testimonial. He praised Mr. Wooten's accomplishments in all fields, particularly at the statewide level. Governor Cherry said the people of his state would long remember the contributions made by Mr. Wooten as a citizen in every way.

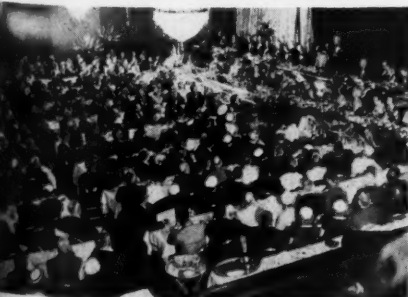
Governor Mechem provoked laughter when he suggested he would endorse Ben Wooten for the New Mexico U. S. Senator's race if he would go to New Mexico "and run as a Republican."

Governor Murray praised the Dallas banker for his philosophy of helping others.

Entertainment was provided by the 40-member a cappella choir of Mr. Wooten's alma mater.

The North Texas State College mixed

THE LARGEST CROWD of any Dallas testimonial dinner honored Mr. Wooten.



BEN H. WOOTEN, retiring chairman of the board of the Federal Home Loan Bank of Little Rock, was honored by 1,300 friends, including the four governors shown above. Beside Mr. Wooten are Governors Francis Cherry of Arkansas, Allan Shivers of Texas, Johnston Murray of Oklahoma and Edwin L. Mechem of New Mexico.

choir, under the direction of Frank McKinley, received a standing ovation from the audience as did Dallas Senior Eugene Granscome for his baritone solo in the "Ballad for Americans."

Lacy Boggess, president of the Fort Worth Mutual Savings and Loan Association, paid tribute to Mrs. Wooten in saying that "the highway of success is filled with women pushing their men along," a quotation of her husband.

C. T. Whitmore, president of the Southwestern Savings and Loan Conference, New Orleans, presented Mr. Wooten with a plaque bearing the inscription "in appreciation of his untiring efforts to savings and loan associations."

Mr. Whitmore added that "we of the Southwest Loan Conference admire your energy and enthusiasm for our profession."

J. Curran Conway, president of the Federal Home Loan Bank at Little Rock said he was speaking for those "who have been inspired by your confidence." He presented a plaque bearing the formal resolution adopted by the board of directors of the Little Rock bank.

William Gulley, vice chairman of the Little Rock bank, the final speaker of the evening, recalled Mr. Wooten's early days in Little Rock and said he soon became "one of those rare men in whom all good qualities seem to be combined."

Mr. Wooten spoke briefly thanking all

the speakers for their praise.

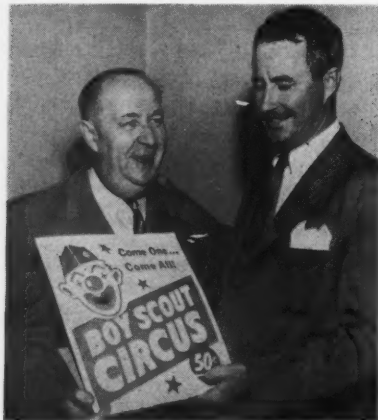
Dr. Floyd Poe, Dallas Presbyterian minister and columnist for daily newspapers, a personal friend of Mr. Wooten's, said the benediction in the closing of the testimonial dinner.

AN OIL PORTRAIT of the honor guest was unveiled by Wilbur Gulley, vice chairman of the Federal Home Loan Bank of Little Rock.





EXPLORERS WILL DISPLAY their knowledge of first aid for an emergency in the Circus' "Exploring Event."



CIRCUS CHAIRMAN J. L. Latimer, left, looks over a poster with Angus Wynne, president of the Circle Ten Council.

20,000 Boy Scouts Preparing Cotton Bowl Circus May 15

BOY Scout officials hope for a packed Cotton Bowl May 15 when some 20,000 Explorers, Boy Scouts and Cub Scouts put on their bi-annual Circle Ten Council Boy Scout Circus.

The boys themselves are selling the 50-cent tickets and Circle Ten chairmen have issued enough tickets to fill the 75,531 seats in the stadium.

The Circus, billed as the "Greatest Boys' Show in the Southwest," is an activity of Circle Ten Council, an agency of the Community Chest composed of 13 Texas counties and Bryan County, Oklahoma.

The show will get underway with the "Grand Entry," a parade made up of all the 20,000 performers in the Circus. Following the parade will come the "Exploring Event," an exhibition of scouting in action.

In the "Exploring Event," model homes will be set up in the massive bowl. A "disaster" will strike the simulated village and the Scouts will quickly show how a rescue would be made. The scene will be complete with "victims," tagged with their simulated injuries. The Explorers will give first aid to the 100 disaster victims, fire trucks will tour the scene putting out simulated fires and ambulances will carry away the injured. Meanwhile, other Explorers will set up a field kitchen and a communications system.

The "Exploring Event" will be followed by a "Cubbing Event," a home-centered program for boys 8, 9 and 10-years-old.

The Cubs will depict activities in the Den, showing how the boys learn to play and work together.

Next will come the "Skills Event," in which Boy Scouts and Explorers are challenged to improve their abilities in Scoutcraft. The "Camping Event," a display of Scout life at camp will be fifth event in the Circus and is followed by the "Contests Event." In the contests, Scouts pit themselves against a standard in Scouting competition.

An "Indian Lore Event," one in which Scouts show their knowledge of the first true Americans, precedes the final feature, the "Pioneering Event," an exhibition of the Scout's prowess at hewing a home or shelter out of the wilderness."

R. M. Allman will direct the "Grand Entry"; Stuart Reed, the "Exploring Event"; Dan Miller, the "Skills Event"; Dr. M. B. Bowers, the "Camping Event"; E. H. Kunkel, the "Contests Event"; Dr. Tom E. Smith, the "Indian Lore Event," and Carl Rantzow, the "Pioneering Event."

All the 1954 Circus chairmen are Dallas men. Circle Ten Council consists of Scouts from Dallas, Cooke, Grayson, Hunt, Collin, Kaufman, Henderson, Ellis, Hill, Johnson, Navarro, Van Zandt and Rockwall Counties besides the Oklahoma county.

SCOUTS GATHER AROUND campfire as a "brave" does an Indian war dance.





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THE VISITING PRESIDENT of the U. S. Chamber of Commerce, Richard L. Bowditch, right, stopped to talk informally with Ben Smith, a director of the Dallas Chamber, and D. A. Hulcy, former president of both the Dallas and national Chambers.

U. S. Chamber President Visits Dallas for Talk

THE president of the United States Chamber of Commerce declared before members of the Dallas Chamber that we are not in a recession.

But Richard L. Bowditch, who rose from a trapper boy in a West Virginia coal mine to chairman of the board of the Sprague Coal and Oil Company and Sprague Steamship Lines, warned, "We will have to wear out more shoe leather and less trouser seats as we move from a seller's to a buyer's market."

Mr. Bowditch, who makes his home in his native Massachusetts, was introduced at the Chamber dinner in the Hotel Adolphus by D. A. Hulcy, head of the Lone Star Gas Company and a former president of the U. S. Chamber. Dallas' Chamber president Jerome K. Crossman presided at the meeting.

The man who started his working career in the lowest job a coal mine affords called for more co-operative movements by free nations, such as the United Nations, the Schumann Plan, and N.A.T.O. to "resist by all possible means the deadly blight of Communism."

For the betterment of the United States, Mr. Bowditch called for the promotion of

THE MANAGER of the Southwest Division of the U. S. Chamber, Jim Roberts, second from left, showed directors of the Dallas Chamber a list of the latest accomplishments of the national organization. At left is Fred Detweiler; right, R. R. Gilbert and James W. Aston.



DALLAS businessmen packed the Hotel Adolphus to hear the address of the U. S. Chamber president.

mutual trade with Europe to conserve our own natural resources and the improvement of state and local administrations so they will be able to assume their responsibilities.

"The failure of competent persons to accept responsibility in local affairs results in the centralization of powers in Washington," he warned.

The national Chamber president also touched on the importance of education to the future of the nation.

"Education is our first line of defense — children must learn what they are *for* as well as what they are *against*."

He lauded the colleges and schools for training the people who have put us industrially where we are now.

"We must out-produce and out-think the Communists; we can't outnumber them," Mr. Bowditch explained.

Mr. Bowditch, in jabbing at the recession "myth," said that those who say the nation is suffering from a recession are those who do not want a free economy.

The 1954 president has served the U. S. Chamber as a director for the past five years.



EXECUTIVE OFFICES of the First National Bank are decorated with West African Tigerwood and leather furniture.

First National Remodels

THE First National Bank in Dallas this month completed a two year remodeling program.

Open houses for correspondent bankers, stockholders, the press and the general public gave the bank an opportunity to display its modern interior.

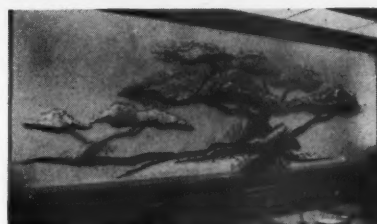
By filling in a light-well that existed before remodeling, principal executive offices were moved to the second floor.

The furniture in the office of Ben H. Wooten, bank president, was custom made in New Orleans in the Early American style. Quotations from speeches given by Mr. Wooten were carved in wood and outlined in gold to form the molding of

his office. The carpet for the second floor was especially woven in India.

Extensive use of rare imported woods, marble and leather form the principal decor for the entire building. One of the more striking features is the bank's money tree, a three-dimensional mural containing an array of 7,819 coins.

More than 200 living plants, many as tall as nine feet, play an important part in the decorative scheme of the bank.



MONEY TREE contains 7,819 coins.



THE TRUST department is spacious.

MAIN LOBBY of the bank has live plants nine feet tall, marble floor.

MODERN check-writing counters have glass stands.





F. M. LOVE
Chairman of the Board

Partners in Dallas Development for Thirty Years



AUBREY M. COSTA
President

We have grown with Dallas. Thirty years ago our business was started with fifty thousand dollars operating capital. Presently this figure has grown to over six hundred thousand dollars and we are servicing over ten thousand loans aggregating approximately ninety-five million dollars. New loans handled during 1953 to home owners and commercial borrowers approximated twenty-four million dollars.

Dallas was a relatively small city when our mortgage loan and insurance business was started in the Linz Building in 1924.

Year by year and decade by decade, we have expanded our operations and our service to meet the needs of this rapidly growing city. It is indeed a pleasure to thank our friends and customers who have helped us grow and to express appreciation to our loyal and faithful employees.

Most of all, we pay tribute to the progressive builders, real estate dealers and business leaders of our city who have laid the fine foundation of Metropolitan Dallas—and who are planning for its future.

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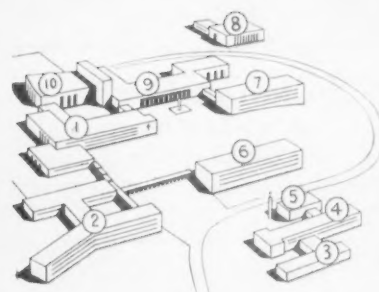
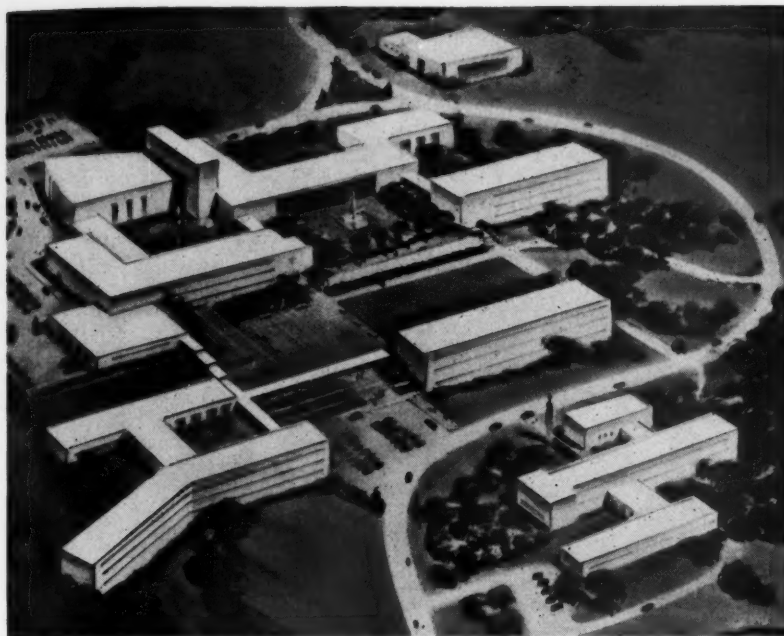
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Architect's Conception of the University of Dallas Campus

Initial Building Program

1. Academic Building, Administration Wing and Library
2. Residence Hall For Women Students
3. Retreat Center
4. Residence Building
5. Chapel
6. Residence Hall For Men Students

To Be Erected After University Begins Operations

7. Science Building
8. Gymnasium
9. Classroom Building
10. Auditorium

Plans Launched for New University

A CAMPAIGN to establish another institution of higher education in Dallas has been launched by a group of civic leaders headed by E. Constantin, Jr.

The new institution, to be known as the University of Dallas, will provide additional educational facilities to meet the needs of fast-growing Dallas. A fully rounded curriculum offering four-year courses is planned. The University will confer degrees in the classics, music, dramatics, arts, business and commercial subjects.

CHECKING architect's drawing of the University of Dallas campus are E. Constantin, Jr., general campaign chairman; Clifton Blackmon, publicity chairman, and Thomas H. Maher, co-chairman of general solicitation.

The location of the new University has not been determined but a committee is already at work considering possible sites. One 65-acre tract, valued at \$500,000, has been offered for this purpose.

The University will be co-educational and non-denominational. It will be sponsored by the Sisters of St. Mary of Namur, an Order of Catholic teaching Nuns who operate 17 schools throughout Texas. As its sponsors, the Sisters will contribute approximately a million dollars in property, equipment and cash toward the new institution.

A civic campaign to raise an additional \$2,000,000 is now underway under the chairmanship of Mr. Constantin. Jerome K. Crossman, president of the Dallas Chamber of Commerce, is co-chairman of the advance-memorial gifts division with James M. Moroney.

Other civic leaders active in the campaign are C. A. Tatum and J. J. Shea, co-chairmen of special gifts; Milton F. Brown, finance chairman; Thomas H. Maher and Trammell Crow, co-chairmen of general solicitation; Mrs. J. Cecil Boyce, women's division chairman, and Clifton Blackmon, publicity chairman.

Vice chairmen, in addition to those listed above, are Fred Florence, William J. Brown, Joseph Fleming, J. M. Haggard, Sr., J. L. Latimer, Edward R. Maher, Robert Moore, George O'Rourke, Dr. Charles J.

Paternostro, Ben H. Wooten, Charles Rick and James W. Simmons, Jr.

Plans call for an initial student body of 500, of whom 150 will be housed on the campus. It is hoped that the University will be ready to receive its first class of students in the fall of 1955.

The fund drive for the new institution will be conducted during May with a city-wide civic appeal. Pledges, which are deductible for income tax purposes, will be payable in monthly, quarterly or annual installments over 31 months. This will permit the donor to take advantage of tax deductions for the years 1954 through 1957.

"Filling A Need" will be the theme of the campaign which will stress the fact that a city's educational needs grow along with its physical development.

"The establishing of the University of Dallas will be a definite civic asset to our city," Campaign Chairman Constantin pointed out. "In addition to providing needed facilities for higher education, the university will contribute much to the cultural life of Dallas.

"The University of Dallas will be an important factor in helping our city retain its standing as the educational, cultural and civic capital of Texas. I am confident that this campaign will receive the hearty support of all citizens of Dallas."



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IN
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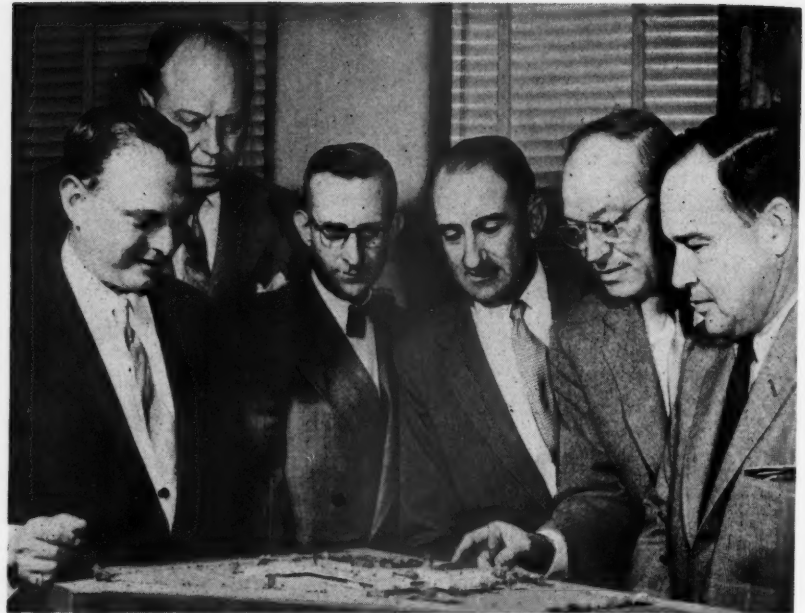
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PRESIDENT ARTHUR L. KRAMER, JR., of A. Harris & Company, left, looks at a scale model of the store's Oak Cliff center with some of the businessmen whose stores will be located there. Left to right, besides Mr. Kramer, are Alvin Herold, W. L. Rogers, J. A. DePasqual, Henry S. Miller, Sr., exclusive leasing agent, and Robert B. Cullum.

Seven Firms Sign Leases In New A. Harris Center

SEVEN business firms have completed lease arrangements in the \$5,000,-000 Oak Cliff A. Harris & Company Center at Beckley, U. S. 77 and Kiest Boulevard, seven miles from downtown Dallas.

New firms leasing space in the center are Tom Thumb Supermarkets, W. T. Grant and Company, Cabell's Minit Markets, Oriental Cleaners and Launderers, Sinclair Refining Company, Knight's Washateria and Loader's Barber Shop.

Arthur L. Kramer, Jr., president of A. Harris & Company, said buildings in the 28-acre center will be of contemporary design. It will consist of five major buildings, including 32 different shops.

The Henry C. Beck Company, a Dallas and Atlanta, Georgia, firm, has been designated general contractors for the center. All buildings will be connected by a covered mall, which will provide comfortable all-weather shopping. Parking space for 3,500 automobiles is included.

Key building in the revolutionary type center will be a three-story structure housing Harris' Oak Cliff store. The center was designed by Welton Becket, F.A.I.A. and Associates of Los Angeles. Local architect firm engaged to carry out the plans

of the Becket organization is Smith and Mills. Henry S. Miller Company, Dallas realtors, are exclusive leasing agents for the project.

A system of tunnels underneath the site has been planned to eliminate truck-crowded entranceways and parking areas used for loading and unloading in most centers.

The A. Harris Oak Cliff unit will exactly duplicate the merchandise carried at its downtown location. The store will be the first suburban branch for the company.

Likewise, it will be the first store in South Oak Cliff for Tom Thumb Stores and the largest in the company's system.

For Cabell's, it will be the twenty-seventh Dallas location and one of its largest units.

W. T. Grant Company also plans one of its major suburban stores operating throughout the nation.

Oriental Cleaners will establish its fifth Oak Cliff outlet in the center and its twelfth in the entire city.

Sinclair Refining Company has announced plans for a service station with three service-stall units for the new center.

"**T**ax-Free" dollars for your business to offset the loss of a Key Executive

Today's Southwestern business man welcomes the opportunity of discussing life insurance as a means of adding capital at a time when it may be needed most. Naturally, such insurance plans must be custom-designed to meet your particular needs.

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Grand Opera

DALLAS becomes the hub of musical America when the Metropolitan Opera Company pays its annual visit here May 8, 9 and 10 at State Fair Auditorium.

This will be the only engagement of the world-famous company in Texas this year and marks the thirteenth season sponsored by the Dallas Grand Opera Company.

The prestige deriving to Dallas through its sponsorship of the annual Metropolitan visits is immeasurable, according to civic and business leaders here. The aggregate audience of more than 17,500 who see the performances each spring is limited only by the size of the auditorium. Visitors flock to Dallas from hundreds of miles for the three-day season, filling local hotels like a football week-end. A break-down of the 1953 season attendance shows patrons from 282 Texas cities outside Dallas; 164 cities in 23 other states and four cities in Mexico.

The sponsorship of Dallas' Metropolitan season is another example of the civic spirit of business leaders who give their time and pledge their financial support to add to Dallas' importance as a cultural center. Although there has never been the necessity for a call upon the underwriters to make up a deficit, these men and firms stand ready to do so if the necessity should ever arise.

Underwriting of the annual season now totals \$250,000 from 132 firms and individuals. These pledges range from \$1,000 to \$5,000 each. These underwriters compose the membership of the Dallas Grand Opera Association, and its affairs are managed by elected officers, executive committee members and directors.

To make opera available to as many as possible, the association has held ticket prices to the same level year after year, and there is again no advance this season. Tickets are \$7.80 and \$6.60 on the auditorium's lower floor and \$6.60, \$5.40, \$4.20 and \$3.00 in the balcony.

Box offices have been opened at 1315 Elm Street. To handle the great demand for tickets, only mail orders will be accepted for the first few weeks. These mail orders are numbered as received and filled strictly in sequence, to assure all patrons equal opportunity in obtaining their preference in seat locations.

Officers of the Dallas Grand Opera Association are Arthur L. Kramer, Jr., president, who was elected to succeed his late father in that office; W. J. Brown, W. L. Prehn and R. L. Tayloe, vice presidents; Fred Florence, treasurer, and Henry L. Bromberg, Jr., secretary. Executive committee members are R. L. Thornton, chairman; Nathan Adams, Mr. Brown, Karl Hoblitzelle, Mr. Kramer, B. F. McLain and Mr. Prehn.



Jerome Hines

Nadine Conner





Frank Guarrera

Saturday, May 8, 8 p.m.

Lucia Di Lammermoor

Sunday, May 9, 2 p.m.

La Traviata

Sunday, May 9, 8 p.m.

Le Nozze Di Figaro

Monday, May 10, 8 p.m.

Faust



Victoria de los Angeles



Jan Peerce



Lily Pons

Richard Tucker



Roberta Peters



1 Robert Merrill



2 Eleanor Steber

3 Cesare Siepi

4 Leonard Warren



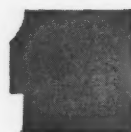
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for greatest knock-free power for every car on the road.

New Mobilgas Special is *unsurpassed* for knock-free power under all driving conditions.

An exclusive new additive formula—*Mobil Power Compound*—works to end power-wasting "ping" and "rumble"...relieve spark plug fouling...control stalling due to icing...free engine parts of sticky

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There's a new refinery blend, too...that helps end fuel starvation on hot days (vapor lock)...assures instant starts on cold days!

Try New Mobilgas Special. It will improve your car's performance regardless of age or make!

There's a Tune-up in Every Tankful!

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**NOW for
Sale at all
Mobilgas
Dealers!**



SAFETY AND CONVENIENCE on the proposed Dallas to San Antonio toll road will be provided by grade separations shown above.

Dallas-San Antonio Turnpike Progresses

MORE than 90 per cent of all preliminary traffic studies, engineering and similar phases of the proposed Sam Houston Turnpike from Dallas to San Antonio have been completed.

Actual construction on the \$139 million super toll road is awaiting decisions by state courts upholding the constitutionality of the Texas Turnpike Act which was passed by the 1953 Texas Legislature.

When completed, a motorist can whisk through 246 miles of countryside without a single stop or delay. A new interchange system will provide the road with a single toll gate on one or the other side of the highway for both entering and leaving vehicles.

Also, service station and restaurant facilities will be strategically spotted in the center of the two lanes, allowing autos, trucks and buses to pull in from either the northbound or southbound roadway. All other of the nation's turnpikes have restaurant and service station facilities staggered on each side for traffic moving in a single direction.

Deceleration and acceleration lanes with adequate advance signs will permit traffic to enter and exit from the service areas without hazard.

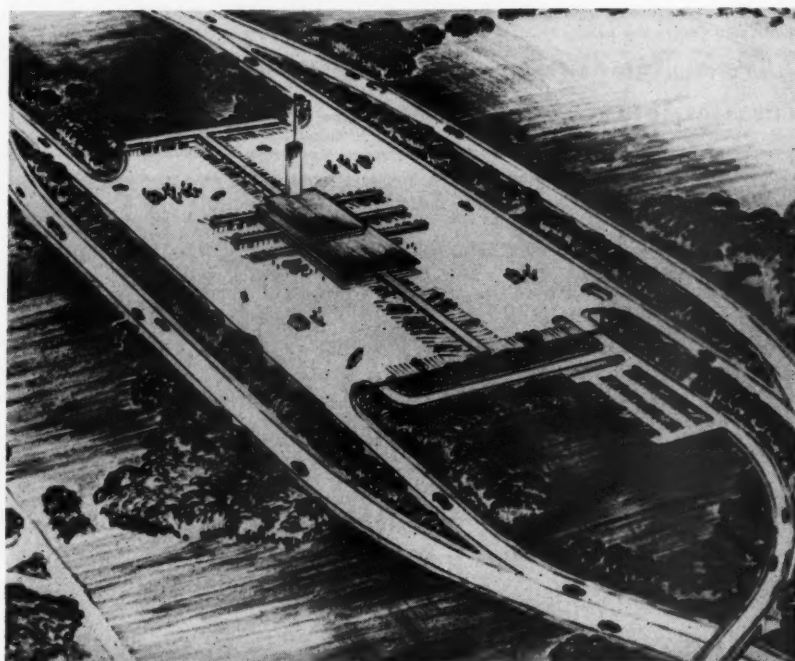
Present plans of the non-profit organization call for three service sites between

Dallas and Waco, Roy G. Baker, president, said.

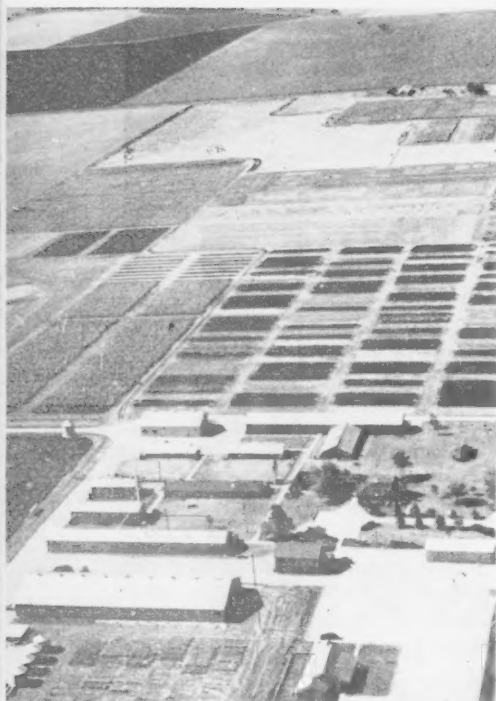
Following a favorable decision in the courts, the next step in the realization of the super roadway will be the selling of revenue bonds. The funds derived from these bonds will finance the construction and initial operation of the highway.

Operation and maintenance costs and payments on the bonds will be paid by the Turnpike Corporation from revenue derived only from the users of the highway. Once the turnpike's revenues have paid for the bonds, the road, debt-free, will be given to the people of Texas and will be utilized without charge to the motorist.

SERVICE STATION and restaurant facilities will be located in the center of the turnpike, providing entrances from both lanes of traffic.

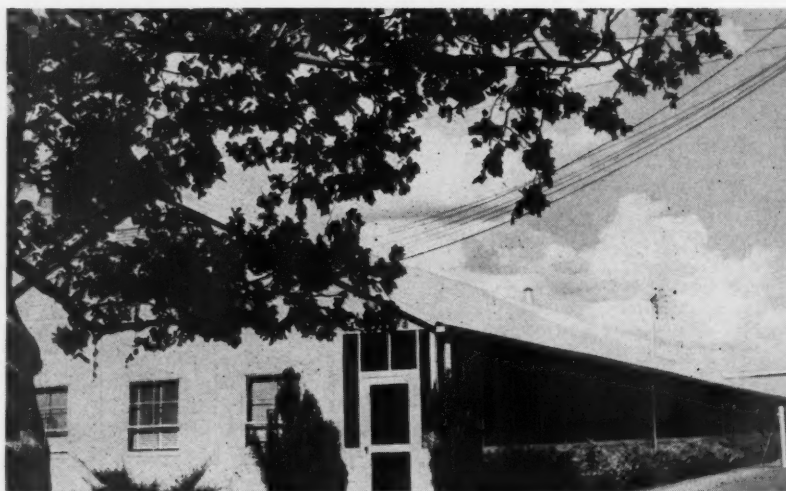


Renner Plans Barbecue To Celebrate Tenth Year



850 ACRES of farming operations along the Dallas-Collin County line belong to Texas Research Foundation, the only independent agricultural experiment station in the country.

IN ITS LABORATORIES, the Foundation conducts a program of research in the fundamental aspects of the botanical sciences and in agro-industrial research. Below are the Foundation's radio-chemical laboratories.



TEXAS Research Foundation at Renner, the organization through which businessmen and farmers are working together to solve the problems of agriculture, this year is celebrating its tenth anniversary.

"The foundation in one decade has grown from an idea to a powerful force in the agriculture of the Southwest," says Dr. C. L. Lundell, director of the Foundation.

On May 19 the Foundation will give a 10-year report of its progress when it holds its annual field day and open house at Renner. The program will consist of mobile tours of the farming operations of the 850-acre layout along the Dallas-Collin County line, inspection of the work of the various agricultural and chemical laboratories, climaxed with a barbecue and dinner program. Speaker for the occasion will be Dr. Earl L. Butz, head of the Department of Agricultural Economics at Purdue University. And an outstanding Texas farmer will be presented with the "Hoblitzelle Award for the Advancement of Texas Rural Life" consisting of a gold medal and \$5,000 in cash.

The Dallas Chamber of Commerce and the Dallas Citizens Council will join with



OFFICIALS of Texas Research Foundation are Dr. C. L. Lundell, director; Karl Hoblitzelle, president of the board of trustees, and W. G. Vollmer, vice president and vice chairman of the executive committee.

the more than 1,300 financial supporters of the Foundation as hosts for the annual meeting.

The Foundation has been described as a paramount example of how the free enterprise system operates to protect, sustain and extend itself in providing greater abundance for more people.

"Our philosophy," says Dr. Lundell, "is that the problems of agriculture basically are local and can best be worked out at the community level. In other words, under our free enterprise system, the solution of the agricultural problems and a more efficient farming industry must be the direct responsibility of the farmers and ranchers themselves working through organizations such as we have here."

In agriculture the Foundation operates in three main areas—1. Fundamental research, 2. Development of farming systems with combinations of practice which will rebuild the soils and increase crop yields, and 3. Pasture and range improvement to restore productivity of the grasslands.

In addition to operating the only independent agricultural experiment station in the country, the Foundation is carrying on a program of research in the more fundamental aspects of the botanical sciences and in agro-industrial research. Continuously it is looking for new outlets for farm products and for the development of more processing of products in the communities where they are grown.

In the broad field of industrial research it has made specific and immeasurable contributions in petroleum chemistry, radio-chemistry, uranium ore processing, development of synthetic lubricants and other fluids and in the chemurgic evaluation of new raw materials.

Betty Sharp Adds Dining Room to Doll Hospital

The Betty Sharp Doll Hospital and Museum has opened a new country-style dining room at 12302 Harry Hines, serving family-type meals.

The ceiling in the 1,875 square-foot dining room is decorated with dolls of every description to keep children amused before and after dinner.

Mrs. Sharp plans to adjoin the hospital and museum with a miniature amusement park and a retail doll outlet in the near future.

Meals are served from 5-9 p.m. during the week and from 11:30 a.m.-9 p.m. on Sundays.

The dining room can accommodate 100 persons and special country-style school benches are provided for children.

★

Defense Base Moved. Dallas' civil defense and disaster headquarters has been moved to Fair Park in the transmitting building of Radio Station WRR. B. F. McLain, chairman of the newly appointed Civil Defense and Disaster Commission, said the move would locate civil defense activities closer to central communications to use in time of disaster and would allow more efficient and effective operations.

★

Firm Buys Site. Jack C. Vaughn Enterprises, Inc., has negotiated a 99-year lease on a 50 by 100-foot tract adjoining the I.C.T. Building on Commerce between Prather and Ervay. The property was leased from Mrs. Ethel S. Brown of Beverly Hills, California, for about \$1,500,000, said W. C. Miller of Bolanz and Bolanz, Dallas realtors handling negotiations. A \$250,000 purchase several months ago acquired the corner lot and the total tract now controlled by the Dallas oilman is 100 feet square at Commerce and Prather.

★

Downtown Luby's Re-Opens. Luby's Cafeteria, 1006 Main, which closed for remodeling in February, has re-opened for business, Co-Managers Frank L. Luby and Herbert D. Knight announced. The capacity of the cafeteria has been almost doubled with the remodeling of the second cafeteria opened by the chain, now numbering 28 units throughout Texas. Mrs. Hazel L. Stone, Mrs. Helen L. Blodgett and Mrs. Lola L. Johnson, also part owners in the cafeteria, supervise preparation of food at the downtown location.



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COVERING an entire city block, Dallas' Merchandise Mart at Young and Ervay contains 670,000 square feet of floor space.



DISPLAY ROOMS feature plate glass windows mounted on Roman tile brick.



A MODEL previews the newest fashions to Mart shoppers. The building's cafeteria, below, enables tenants and prospects to spend the day in the air-conditioned building.



Merchandise Mart's 'Rebirth' Aids Dallas Market Activity

THE ability to store, sell and move large quantities of goods and merchandise has made Dallas one of the nation's major distribution centers for many years.

The bulky elephant-like building sprawling over the entire block bounded by Young, Ervay, Miranda and St. Paul has acted as a "funnel" of merchandise in many capacities.

About a year ago, however, the building experienced one of the most complete "rebirths" a structure could know.

From the top of its eighth floor to the bottom of its basement, the 670,000 square feet of floor space in the building was completely revamped.

The large warehouse areas were broken up into smaller display rooms ranging in size from 400 to 5,000 square feet. They were decorated with plate glass windows set on Roman tile brick.

A spacious lobby, lounge area and cafeteria were provided.

Outside, a new neon sign and theater-type marquee gave a modern touch to the building.

However, the real significance of the Merchandise Mart's "rebirth" was not its physical appearance as much as its functional change.

The display rooms offered a new concept of marketing to Dallas and the Southwest.

For the first time, salesmen could set up permanent displays that were open for the buyers' inspection throughout the year.

In addition, salesmen had a place to call "home" — a place to base their traveling sales operations.

After completing its first year of operation, the Mart has display rooms for national and international manufacturing companies, representatives, wholesalers and importers.

Categories represented include gift-wares, lamps, china and glassware, furniture, appliances and toys. Carpets, sporting goods, wearing apparel for men, women and children, building materials and housewares are also displayed.

As for transportation available to tenants of the mart, a double track, serviced by all railroads, runs the length of the building. Opposite the railroad dock stands a motor freight terminal, capable of handling all sizes and types of local and long-distance vans.

"Merchandise centers have long served three of the major markets — Pacific, Atlantic and Central. But both buyers and sellers in the Southwest have been handicapped by the lack of a central market place. To fill the vital need in the Southwest, the Merchandise Mart supplies the fourth and final link in the national chain," stated J. B. Ragland, president of the mart.

LOADING DOCK at rear of Merchandise Mart can handle all types and sizes of local and long-distance vans.





New Service Building Opened for Glass Firm

The 29-year-old Dallas firm, Windshield Glass Manufacturing Company, has opened a new service building at 1006 McKinney. The firm specializes in auto glass replacements, mirrors, desk and furniture glass tops to dealers, garages, insurance companies and individuals. The company moved to 3404 Ross in 1949 and opened an Oak Cliff branch at 110 South Marsalis in 1952. W. L. Harrel is vice president and general manager.

Life Company Buys Jefferson Tower

Southern Bankers Life Insurance Company has purchased the Jefferson Tower Building on Jefferson Avenue for \$650,000, Willis A. Naudain, president of the insurance firm announced.

The eight-story building, which will be used for home offices of Southern Bankers Life, was bought from the Oak Cliff Realty Company. Mary A. Nathan of Dallas bought the insurance company's present offices at 425 South Ervay.

The company will move to its new quarters June 1 and will control operations of its nine district offices from the new location.

A branch of a brokerage house is scheduled to share the Jefferson Tower Building with Southern Bankers Life as a tenant. The building will be completely air conditioned and a large display sign will top the structure.

The insurance firm was organized in Dallas in 1949 as a mutual company and reorganized as a capital stock company in 1951. All types of life insurance are handled by Southern Bankers Life.

★

McClanahan Remodels. The oldest building on East Grand, the McClanahan Furniture Company at 5507 East Grand, has been completely remodeled for the second time since the firm was founded in 1948. A new interior features floor level display windows, drop ceilings with special lighting effects and additional floor space for displays.

Floodway Project Set For May Completion

A \$331,000 project to increase by seven times the pumping capacity of the Dallas Floodway's Pumping Plant A is scheduled for completion in May, Project Engineer Carl M. Stewart has announced.

To complete the job, the contractors have only to construct superstructure of the plant near Industrial Boulevard and the Houston Street viaduct and to mount operating equipment.

Three giant pumps, capable of pumping 140,000 gallons of water an hour, will sluice water collecting in excavated basins into the main stream of the Trinity floodway.

Contractors are also nearing completion on a job of strengthening present levees from Commerce to the Cadiz Street viaduct, a distance of two miles.

Further up the winding river, the Whittle Construction Company of Dallas is working on a \$535,000 project to provide a giant storm sewer, 18 feet in diameter, to connect with the drainage area of Turtle Creek.

The entire Dallas Floodway project, supervised by the U. S. Corps of Engineers, has been estimated at \$11,000,000.

★

Industrial Triples Space. Industrial Office Supply has occupied the complete building at 1318 North Industrial, tripling the space formerly occupied by the firm in the same building. The brick structure in the Trinity Industrial District is served by rail and truck docks.

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Hard-Hearted!



He just doesn't have

"Continuous Vision"

Harold's real trouble is his inability to see quickly and easily at all distances—he doesn't have "continuous vision." It happens to many bifocal-wearers. If you've caught yourself using age-revealing head movements to help you see clearly, see your doctor. He may help you regain natural, youthful seeing habits by prescribing Continuous Vision Lenses. Let us see to it that your prescription is filled accurately and quickly.

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MOST SUCCESSFUL
COMPANIES



Insurance Firm Celebrates Fiftieth Year

One of Dallas' oldest continuously-operated businesses, the insurance management firm of T. A. Manning and Sons, this year is celebrating its golden anniversary. Owned by S. Foster Yancey, left, and Charles S. Yancey, the firm now has grown to utilize the Yancey Building at 3906 Lemmon Avenue. It was founded in 1904 by the late T. A. Manning, who entered the insurance business in Texas in 1882. A primary management property of the firm is the growing Southwestern Fire and Casualty Company, which Foster Yancey and associates organized five years ago and which is headed by Mr. Yancey. Southwestern, under the Manning firm's management, is doing business in Texas, Oklahoma, New Mexico, Colorado, Kansas, Arkansas, Louisiana, Mississippi, Alabama, and Tennessee. The firm's founder died in 1935 and three years later the business was purchased by Foster Yancey. In 1945, Charles Yancey joined his brother as a partner in the organization.



New Insurance Company Formed at Grand Prairie

Clarence L. Gill, left, executive vice-president, and G. H. Turner, president, Employees Security Life Insurance Company of Grand Prairie, make plans for 1954. This new company recently reported \$1,025,000 insurance in force three months after receiving its amended charter as a full capital stock company. This company was organized by business leaders of the Dallas - Fort Worth area because of its strategic location in the heart of the largest and most concentrated industrial employment section in Texas.



THIRTY-YEAR OLD CHARTER for their business is examined by F. M. Love and Aubrey M. Costa.

Firm Marks Thirtieth Year

TWO firms owned and operated by the same two men observe their thirtieth anniversary this year.

F. M. Love and Aubrey M. Costa complete 30 years of association in the Southern Trust and Mortgage Company and the real estate and insurance firm of Love and Costa.

Starting back in 1924 as a small business venture with two men and one stenographer in the old Linz Building, the firm has grown into one of the largest organizations of its kind in the Southwest. The company has made real estate loans over a period of three decades and is presently servicing for their investors in excess of \$95,000,000 worth of mortgages.

These loans are secured by all types and kinds of properties including single family residences, large and small apartments, business properties including office

buildings, warehouses, factories, retail outlets and industrial plants.

Over a period of years this firm has built a reputation for judgment and stability that is reflected in their Eastern loan contacts which include leading life insurance companies, savings banks, institutional investors, individuals and others.

Pointing up the stability of Dallas economic life and the judgment of the firm is the fact that out of a total volume of \$35,000,000 in loans to veterans made by the firm since 1946, not a single loan has been foreclosed.

Mr. Love came to Dallas in 1924 from Smithville, Tennessee, where he was engaged in banking and other business ventures. A native of Corsicana, Mr. Costa was first employed by the Magnolia Petroleum Company and later was an independent oil operator in West Texas.



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FORT WORTH, TEXAS

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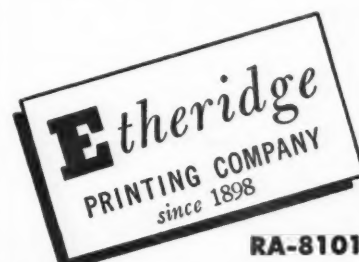
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—DALLAS—

Farmers Mart Opens On Highway 80

A new variety bazaar, the Dal-Worth Farmers Market, has leased a 36,000-square-foot steel building on U. S. Highway 80 at Jefferson Boulevard and Ledbetter, Builder O. L. Nelms of Dallas announced.

The market is operated by Harold G. Solomon, Bill Solomon and Al Ostrove based on a plan used by farmers markets in other principal cities.

Space is available to 300 lessee members who will carry a variety of merchandise from clothing and groceries to jewelry and toys. The bazaar-type mart will have all shopping facilities, including a luncheonette service under one roof.

Prizes are awarded each week and special shows are to be aired from a bandstand on weekends, Mr. Solomon said. Doors were opened April 10.

Lease negotiations were handled by Pete Hawk of Henry S. Miller Company, Dallas realtors.

New Service Formed. Dumpster, Inc., a service organization that handles waste materials and refuse for industrial companies with heavy trash accumulation problems, has been established in Dallas with offices at 6409 Maple. The company furnishes large metal containers which are weather proof, fire proof and rat proof and capable of handling 10 cubic yards of refuse. These containers are picked up and dumped by a crew in specially-built trucks with hydraulic lift units. The service is insured and bonded to protect its customers.

★

Buys Capital Stock. W. Ray Montgomery, Dallas investment banker, has purchased the remaining one-half of the capital stock of the Realty Trust Company. Mr. Montgomery, who became president of the firm in 1952, bought the stock from Dallas Rupe and Son. The company holds the oldest charter of its kind in Texas. Mr. Montgomery is also president of Mid-South Investment Company and of Northwood Oil Company.

Dallas Men Named To Chance Vought Board

Four Dallas business leaders and one from Houston have been elected to the board of directors of Chance Vought Aircraft, Inc.

The new directors for the recently established independent corporation are D. A. Hulcy, president and chairman of the Lone Star Gas Company; W. W. Overton, Jr., president of W. W. Overton and Company and chairman of the board of the Texas Bank and Trust Company; R. L. Tayloe, vice president and director of Sears, Roebuck and Company; J. Ralph Wood, president of Southwestern Life Insurance Company, and L. F. McCollum, president of the Continental Oil Company of Houston.

Chance Vought Aircraft, Inc., came into existence January 1, 1954, as a wholly-owned subsidiary of United Aircraft Corporation. Chance Vought, subject to submission of a plan to United stockholders in April, will be a completely independent corporation on or before the end of 1954.



Calling All Exhibitors!

The Annual
HOME SHOW

**MAY 8th-16th
STATE FAIR
GROUNDS**

Sponsored by **HOME BUILDERS ASSOCIATION
OF DALLAS**

CROWDS! CROWDS! CROWDS!
RESERVE SPACE NOW... PHONE DI-8789 - EL-3921

Dallas Rated Fifth In Aircraft Volume

Love Field, Dallas' municipal airport, has been ranked fifth among the nation's airports in take-offs and landings of carrier and itinerant aircraft, the Civil Aeronautics Administration has disclosed.

In total movement into and out of airports, Love Field ranked ninth among U. S. ports.

Ahead of Dallas in volume were Chicago, LaGuardia at New York, Washington and Los Angeles. Trailing Dallas were Cleveland, Atlanta, St. Louis, Albuquerque and San Francisco.

Including local operations, Dallas ranked behind Chicago, Miami, Los Angeles, Cleveland, Wichita, Atlanta, LaGuardia and Denver, with Teterboro, local traffic field for New York City, in tenth place.

Excluding local traffic, Dallas counted 187,964 take-offs and landings in 1953. Counting the local flights, the figure reached 216,760 trips.

★

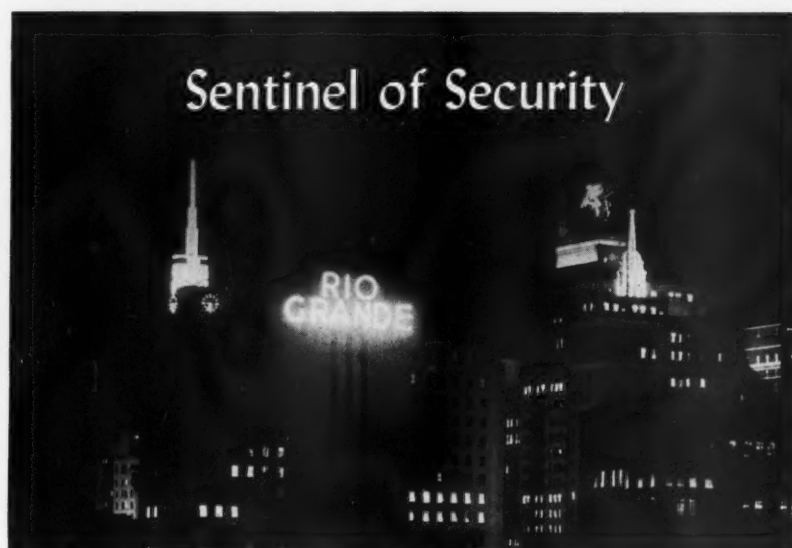
Hudson Dealership Opens. Lee Huckaby Motors, a new Hudson automobile dealership, has opened at 4521 Ross. Lee Huckaby, a veteran of 24 years in automotive sales and service in Dallas, heads the new company. A showroom containing 1,200 square feet of floor space and a separate service shop containing 2,080 feet comprise the operation. Service manager for the dealership is I. E. (Bud) Showers.

★

Auto Court Bought. A Colorado Springs, Colorado, couple, Mr. and Mrs. Walter F. Lott, have purchased the Dallas Motel, a 17-unit auto court at 2932 Davis. The A.A.A.-sanctioned court formerly was owned by an Idaho man. The Lotts, a former Dallas couple, recently sold a motel in Colorado Springs which they had operated for several years. Mrs. Agnes Knolle of Dallas handled the real estate transaction which involved more than \$150,000.

★

Pharmaceutical Firm Opens. Eureka Products Company, a firm producing proprietary medicines, toiletries, fire extinguisher fluids and cleaning compounds, has opened a new plant at 2232 Butler. Max W. Sharps, a registered pharmacist for 30 years, registered to practice in Texas, Illinois and Arizona, owns the new company and will be in charge of production. His son, Irving Sharps, supervises sales promotion and customer relations work.



	1952	1953
INSURANCE IN FORCE . .	\$84,141,878.00	\$89,877,362.00

Twenty-Fifth Annual Statement

	ASSETS	
	1952	1953
Cash	\$ 138,767.39	\$ 568,318.77
Stocks and Bonds	759,820.00	1,029,135.41
Home Office Building	2,158,343.77	2,563,422.15
Mortgage Loans	3,682,804.82	3,498,675.35
Policy Loans	843,123.50	991,969.34
Deferred and Uncontrolled Premiums	259,696.83	291,058.72
Interest and Rents Due and Accrued	11,747.17	17,448.39
	<u>\$ 7,854,303.48</u>	<u>\$ 8,960,028.13</u>

LIABILITIES		
Policy Reserves	\$ 6,455,094.07	\$ 7,296,860.00
Reserves for Dividends and Premiums and Interest Paid in Advance	110,647.39	128,517.71
Reserve for Taxes	93,052.86	109,332.69
Reserve for Sundry Liabilities	85,031.74	92,444.91
Surplus for Protection of Policyholders (In addition to Legal Reserve)	1,110,477.42	1,332,872.82
	<u>\$ 7,854,303.48</u>	<u>\$ 8,960,028.13</u>

RIO GRANDE NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE • DALLAS

R. W. BAXTER, President



BATTLING IT OUT for Top Hand Awards in the Chamber's Lasso Club for the first six months of 1954 are Attorney James Ross, Martin Benno, First National Bank; Leonard Hamzy, Neuhoft Brothers; Dale Simpson, Texas Instruments, Inc.; Bill Reeder, Texas Power and Light; Admiral A. C. Olney, Temco Aircraft, and Arthur Stern, Robert Stern Insurance Agency.

One-Day Membership Drive Set May 26

THE Chamber of Commerce Membership Department needs 225 additional volunteers to work in the annual one day campaign May 26, Chairman Melvin T. Munn announced.

Thus far in 1954 the committee is 60 per cent ahead of 1953's record-breaking drive which netted 1,173 new memberships. Through the first three months of 1953, 161 new memberships were counted compared with 270 in the fold this year.

"Always in the past Chamber members have come forward and we know they will again this year to aid us in performing this very necessary job," Mr. Munn said.

Jack Hoppers of Chance Vought was high man in the March totals with 25. Jack Kutner of the First National Bank was second with 24 new members and Jim McBride took third place with 16 memberships.

Section 6, led by Vice Chairman Vincent Rohloff of Ryan Consolidated Petroleum Corporation, was the top team with 60 new memberships. Section 7 Vice Chairman John Smith, Texas Employment Commission, reported 38, and Section 3, under Jim McBride of Paul Revere Life Insurance Company, enrolled 27 in the Chamber.

The following new members were added this month:

W. L. Hoffman, materials manager, Chance Vought Aircraft, Inc., P. O. Box 5907.

J. R. Silverman, quality control manager, Chance Vought Aircraft, Inc., P. O. Box 5907.

W. P. Thayer, sales and service manager, Chance Vought Aircraft, Inc., P. O. Box 5907.

J. Innes, public relations manager, Chance Vought Aircraft, Inc., P. O. Box 5907.

N. V. Turney, controller, Chance Vought Aircraft, Inc., P. O. Box 5907.

Earl Lipscomb Associates, 5103 Lovers Lane; Earl W. Lipscomb, owner.

Dollie Kell Shop, 3410 Oak Lawn; Mrs. Dollie Kell, owner.

J. J. Hoppers, management special assis-

PANEL OF EXPERTS Paul Chitwood, Ford Motor Company; A. P. (Pop) Harrison, Gulf Oil Corporation, and Jack Kutner, First National Bank, answered questions posed by membership committee members.



tant, Chance Vought Aircraft, Inc., P. O. Box 5907.

Valray Oil Company, Fidelity Union Life Building; A. Harvey Arant, president.

Wholesale Electronic Supply, 2800 Ross; John N. Leedom, M. B. Patterson and Ed Williams.

John Messina Studios, 4015 Cedar Springs; John Messina, owner.

Valley Investment Corporation, 2106 Mercantile Bank Building; Gilbert L. Bright, president.

H. E. Crossman, 910 Tower Petroleum Building.

R. P. Anderson Company, 1122 Texas Bank Building; R. P. Anderson, president.

The Exact Weight Scale Company, 504 Interurban Building; Fred S. Mills, manager.

Buda Engine and Equipment Company, 1601 Dragon; John Munro, Jr., vice president.

The Fink Company, 3214 Main; Dave Fink, owner.

Central Lumber Company, 6121 Maple; J. P. Wilbert, president.

Three States Natural Gas Company, Corrigan Tower Building; John A. McGuire, president.

Thomas A. Edison, Inc., 1901 North Field; Arthur R. Peck, manager.

Bradford Van and Storage Company, 901 Second; W. E. Harwell, manager.

Henry C. Bennett, 1315 Cadiz.

Continental Oil Company, 2806 Sylvan; Byron H. Kelly, Jr., district manager.

Columbia Packing Company, 2807 East 11th; W. J. Oudrusek, partner.

Lone Star Boat Company, 1930 East Main, Grand Prairie, Texas; R. W. McDonnell, owner.

Telkamp Electric Company, 731 Fort Worth Avenue; E. J. Telkamp, president.

Texas Manufacturing Company, P. O. Box 10163; H. W. Brown, manager.

Dallas Continental Restaurant, 300 Browder; Frank M. Brandstetter, manager.

Jas. F. Morse and Company, Mercantile Bank Building; M. C. Morse, manager.

Rayflex Exploration Company, 6923 Snider Plaza; Martin C. Kelsey, president.

Mi-T-Fine Food Company, 1368 North Zangs; Henry L. Jennings, owner.

Evis-Southwest Company, 5543 Dyer; Fred F. Richards, owner.

Southern Waste Material Company, Inc., 2817 Taylor; Charles Berg and Sol Levine.

Bennett Employment Service, 110 Fidelity Union Life Building; L. W. Branch, owner.

Western Bankers Life Insurance Com-

(Continued on Page 86)

FIDELITY UNION LIFE

is Growing Faster

FOUNDED IN 1927

INSURANCE IN FORCE

1945

\$ 38,637,188

1947

56,699,936

1949

76,582,535

1951

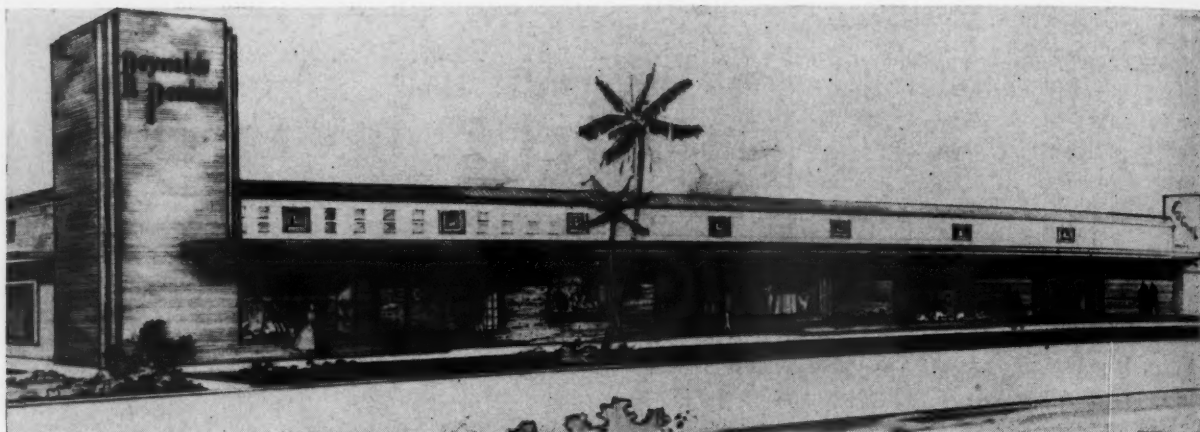
109,255,108

1953

164,159,785



President, Carr P. Collins



Reynolds-Penland Building Third Dallas Store

Scheduled for a late summer opening is Reynolds-Penland Company's third Dallas store, now under construction in Casa Linda Shopping Village. The new store will contain 16,000 square feet of floor space. Company officials conducted a tour of many of the country's newest stores to incorporate new ideas in construction, lighting and display of merchandise in

the new store. Milam and Roper are architects for the new store and Carl M. Brown and Sons of Casa Linda Plaza are contractors. Of contemporary design, the building exterior will combine crab orchard stone with Roman brick trim topped with a 36-foot pylon of charcoal brown brick. Other Reynolds-Penland stores are located at 1526 Main and 4017 Villanova.

TIMOTHY CARROLL, former Radio-TV editor of the *Dallas Morning News*, is North Texas manager for *TV Guide*, a television magazine new to Texas.

A veteran of 29 years in the municipal bond business, WILMER L. MOORE has been named manager of the municipal department of Garrett and Company.

Lannan and Sanders Advertising Agency has named MISS TENA CUMMINGS director of the radio and television department.

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Now—get all your answers automatically!

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Simpla-tape...printed proof in black and red with all the essential elements, no superfluous figures.

Automatic multiplication...fully automatic short-cut multiplication with push-button ease.

Automatic division...one key to all your answers.

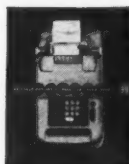
Automatic credit balances...minus totals distinctively signalled as credit balances.

10-key touch addition and subtraction...effortless speed through simplified touch operation.

Constant key...Remington Rand's exclusive multiplication "memory" feature.

Automatic total control...for individual or accumulative totals, automatically.

Two-color ribbon...totals, subtotals and credit balances printed in standout red.



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DALLAS • APRIL, 1954

39



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REAL ESTATE LOANS • SURETY BONDS

MAXSON-MAHONEY-TURNER

Associates: Jack Lallier, Howard T. Brecht, L. E. Guillot,
Oliver R. Northrip, Jerry B. Frey, Kenneth Dealey

1415 Fidelity Union Bldg., Dallas

RI-1113

American Investors Opens New General Agency Here

American Investors Life Insurance Company of Dallas has opened its sixth Texas general agency in the Preston Square Building, 6138 Berkshire Lane.

The new agency, with Bill Kennedy as general agent, will cover a triangular territory spreading from Dallas to Texarkana to Jacksonville.

Mr. Kennedy is the oldest field man in the company's employ, joining the firm in June, 1948, just three months after the company was chartered. A native of Lubbock, he attended Texas Technological College and received his degree from the University of Texas.

In 1951, he was sent to Munich, Germany, to organize and manage a foreign division in Europe for American Investors. He successively organized agencies in England, France, Germany, Africa and Italy.

He was one of the organizers and the charter vice president of the European Association of Life Underwriters with offices in Frankfurt, Germany.

★

The Dodge Corporation has appointed SHELTON CLARK business manager of the Dallas region.

Growing Like Texas!



The acquisition of the Jefferson Tower as our Home Office Building is the first in a series of planned progressions here at Southern Bankers Life Insurance Company.

From time to time you will see other signs of progress that will convince you that Southern Bankers Life is . . .

GROWING LIKE TEXAS!

BIGGER!

BETTER!

FASTER!

Southern Bankers Life

INSURANCE COMPANY

Dallas, Texas

Opens Here

Insurance
ed its sixth
e Preston
ire Lane.
Kennedy
triangular
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appointed
manager of



United American Insurance Company's New Home

This new home office for United American Insurance Company will be built at St. Paul and Munger at a cost of \$1,250,000. Construction on the building will begin October 12 when leases on the property expire. It will contain 40,000 square

feet of floor space in its two stories and will provide adjacent parking area for 200 tenants and employees. The building, designed by George Dahl, Dallas architect, will be built so that a tower for office space can be erected later. C. L. Dunlap is president of United American.

Box Plant Opens. Corrugated boxes for business firms needing cartons in small lots will be made in Specialty Papers Company's new plant at 2039 Farrington in the Trinity Industrial District. B. A. McKenzie, John L. Dale and B. J. Dooley are partners in the firm, which opened in Dallas in 1951 as a distributor of custom-made packaging products.

★

Suburban Volk's Expands. The new enlarged Highland Park Volk Brothers store has opened in Highland Park Village. Volk's first suburban store on the south side of the Village was opened in 1936. By 1940 the company had outgrown its quarters and moved to a larger building on the north side of the Village. The latest addition contains about 16,000 square feet.

New Plastics Firm. A new Dallas plastics fabrication plant, headed by President Joe Baxt, has begun operations at 2711 Elm. The new company processes colorful displays from vinylite sheets, acetates, styrons and polyethylenes. Other stockholders in the business are Edward Rosenwasser, vice president; Robert Strauss, secretary; Theodore Strauss, George Golman and Leo Davis.

★

Advertising Firm Formed. A new advertising firm, Moffett-Shepherd Advertising, has been formed with offices at 5004 Ross. Partners in the firm are Jerry W. Moffett and Robert S. Shepherd. The agency will offer copy, art, placement and complete agency services, the two partners, both of whom have been associated with other Dallas agencies, announced.

Delicatessen Established. Phil's Delicatessen and Restaurant has been opened at 8414 Preston Road. The restaurant is owned by Phil Miller, who operates restaurants in New York and Los Angeles. The Preston Road restaurant will seat 75 persons. The restaurant's stock of fancy goods are shipped from New York and Chicago.

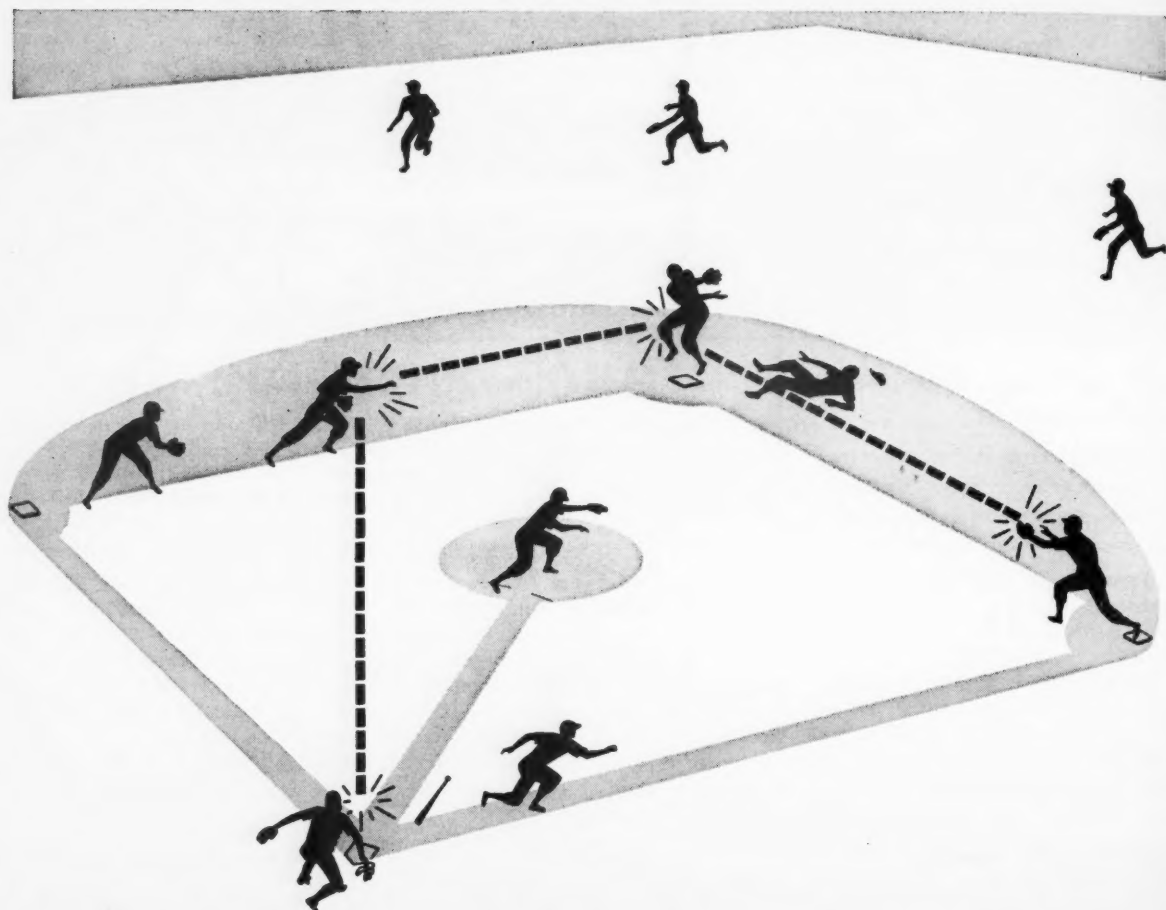
★

Display Firm Added. National Crown Engineering and Manufacturing Company has added a display division for the designing and fabrication of animated display media to the existing facilities of its Dallas branch office. A complete silk screen processing plant will be included in the new addition. The Dallas branch plant is at 159 Howell Street in the Trinity Industrial District.

HOISTING JOB?

CALL

TEXAS DELIVERY ST-4444



It's Team Play that Counts

—and that's as true of freight shipments as it is of baseball. Here at Rock Island we have a combination that's pretty hard to beat in an effort to attain *perfect shipping*. Diesel-powered **ROCKET FREIGHTS** . . . *plus* modern rolling stock . . . *plus* modern yards, facilities and equipment . . . *plus* a trained personnel . . . *plus* the cooperation of understanding shippers.

There's this to remember: Rock Island directly serves this vital segment of Mid-west America: Arkansas, Colorado, Illinois, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, New Mexico, Oklahoma, South Dakota, Tennessee, Texas.



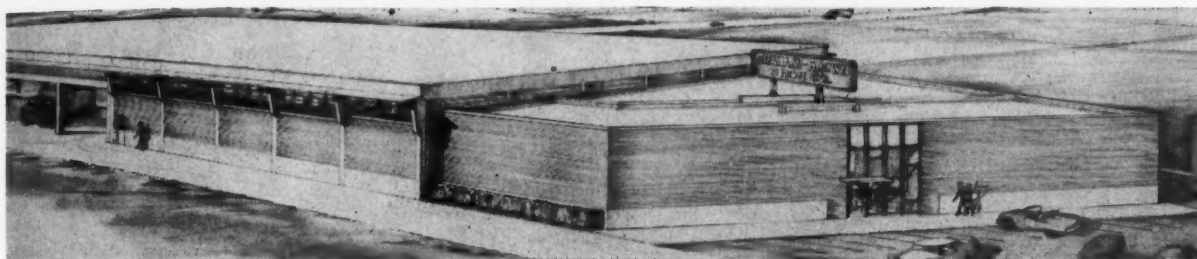
A Rock Island representative will be glad to work with you on such problems as packaging, routing and classification.

For complete information consult any Rock Island representative or
L. R. RAGOT, Ass't Gen'l Freight Agent
Rock Island Lines, Corner of Commerce and Field Streets
Phone: RAndolph 4164
Dallas 2, Texas



Rock Island Lines

The Road of Planned Progress



Shoe Firms Building New Office and Warehouse

A \$500,000 office and warehouse building will be built this year to house the Graham-Brown Shoe Company and Austin Shoe Stores in the Trinity Industrial District. The 76,000 square-foot structure will be constructed on a three-acre tract at Oak Lawn, Industrial and Irving Boulevard and will be built

and owned by the Employees Pension Trust of the firms. The Trust will lease the building to the two companies. Gill and Harrell are architects and general contractors are J. E. Morgan and Sons. Graham-Brown serves 6,200 retailers in 14 southwestern states. Austin Shoe Stores operate a chain of 30 stores in Texas and Louisiana.

Building Firm Organized. National Builders, Inc., a construction company to specialize in residential remodeling and repair, has been organized with headquarters in the First National Bank Building. Although equipped to complete each job, the firm will do just the heavy construction, leaving the finishing details to the home owner if he prefers, President W. Plowden Vick said.

Consultants Open Office. Edward B. Ballou and Associates, a firm of investment and management consultants, has opened an office at 5204 Junius. Principals of the firm are: Edward B. Ballou, industrial engineering; Robert K. Pace, auditing and finance; John J. Redmon, sales and promotion; B. H. Timmons, Jr., personnel, and Edward R. Smith, accounting.

Frito Company Expands. A new plant to handle growing canning operations has been occupied by Champion Foods, a division of the Frito Company. Chili, tamales and barbecue will be canned in the modern brick building at 2827 Nagle Street which contains 12,000 square feet of office and production space. Champion Foods, formerly Champion Chili Company, was bought by Frito in July, 1952.

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income properties**

American LEADER IN **General**

INVESTMENT CORPORATION

Dallas Texas

LIFE OF AMERICA BUILDING **MORTGAGE BANKERS** **PHONE PR-6361**



For intimate dining...

THE *Continental* ROOM

INTERURBAN BLDG.
JACKSON and BROWDER

In the Heart of Downtown Dallas

Lunches and dinners prepared by our Swiss chef in the inimitable Continental manner. Our onion soup, roquefort dressing and pastries are already famous.

.....

FREE PARKING — Wood and Browder
6:00 P.M. - 12:00 P.M.

PAGING SERVICE — Telephone RA-2116

DENNIS G. COLWELL AGENCY

GENERAL AGENTS

General American Life Insurance Company

DENNIS G. COLWELL, General Agent

Special Agents: MRS. SMACK REISOR, C. B. COOPER,
CLARENCE A. WEST, JERRY AHERN, A. W. BOURKE

Group Representative: WALLACE L. WINGFIELD

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Life • Accident • Health • Group • Hospitalization

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Phone RA-4594

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Service

that saves you money!



Briggs-Weaver offers you a single source of supply for thousands of products... saving time, money, and manpower.

Prompt Delivery Service... you can carry minimum plant stocks as our warehouse is close-by.

Information about products and application is at your call.

Simplified Buying... one requisition, one purchase order, one invoice, one payment results in a minimum of bookkeeping — a maximum saving.

BRIGGS-WEAVER

MACHINERY COMPANY

DALLAS

HOUSTON

FT. WORTH

Distributors of Industrial Machinery-Supplies-Tools-Equipment-Since 1896

Education Board Buys Three Sites

The Dallas Board of Education has approved the purchase of 37.2 acres of land for three future elementary schools. Cost of the land for the three sites was estimated at \$152,187.

Two of the schools will serve South Oak Cliff and the third will lie in Preston Hollow.

The Preston Hollow site is a 17.2-acre tract on Meaders Lane near the Cotton Belt Railroad. At \$6,250 an acre, the location cost \$107,500.

Land for a Southwest Oak Cliff school sold for \$25,000, or \$2,000 an acre for the 12.5-acre tract near Gib Williams Road.

In Southeast Oak Cliff, a 7.5-acre tract southwest of Bonnie View Road sold for \$19,687, or \$2,625 an acre.

The board also approved spending an additional \$1,938.89 on change orders for a physical education addition to Woodrow Wilson High School and the new Stevens Park Elementary School; approved preliminary plans for a physical education addition for Sunset High School, at an estimated \$165,250, and passed an expenditure of \$34,184.38 for shop equipment for the new W. H. Gaston Junior High School and Hillcrest High School.

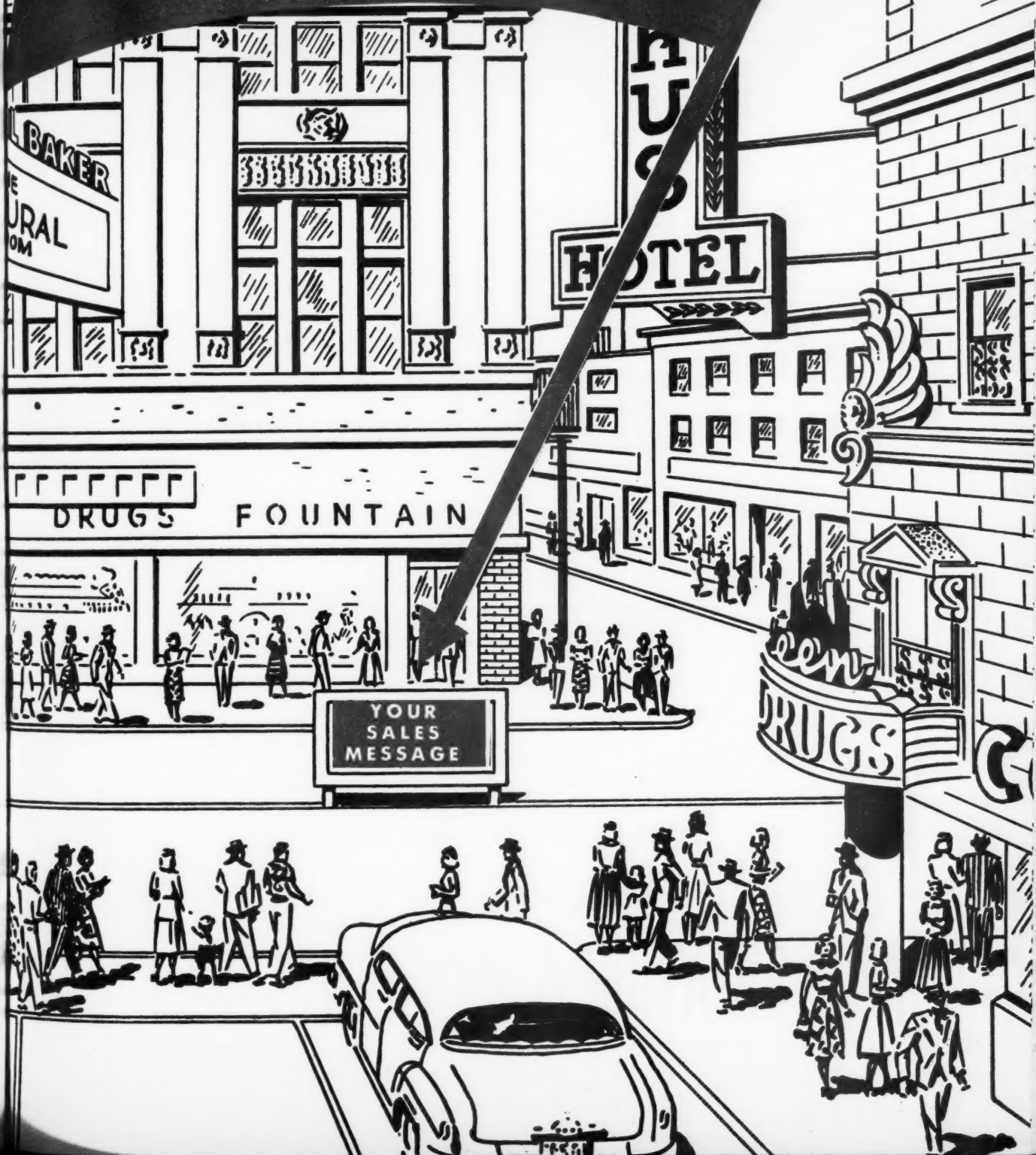
★

Acres Leases Building. The Acres Company, which specializes in foods for hotels, private clubs and institutions, has leased a new 6,000-square-foot building at 1737 Levee Street in the Trinity Industrial District. The company, organized in Dallas seven years ago, will move into the new building about April 10. Howell H. Watson and Jack Watson, realtors, handled lease negotiations. Bud Guest, architect, designed the building constructed by McFadden and Miller.

★

Air Conditioning Firm Opens. All-Tex, Inc., a new retail air conditioning and heating equipment company, has opened at 4105 Oak Lawn. Joe Baggesse, president, and Morris Steinberg, vice president and general manager, have a combined total of 37 years of experience in the field. The firm will handle Coolera-tor and Majestic home air-conditioning units and Chrysler Air-Temp systems for year around temperature control.

WOULD YOU PAY
20¢ A DAY
FOR THIS SPACE?



THAT IS ALL IT C COLORFUL TRAV

Eye-Level

MOVING DISPLAYS IN COLOR

They--

- ★ command attention
- ★ arouse interest
- ★ stimulate buying

They--

- ★ give mass market saturation —
with repeat impressions
- ★ cover the downtown section —
outlying shopping centers and
residential areas

They--

- ★ are seen by motorists
and pedestrians alike

you can
as our

appli-



Traveling Displays Cost Only . . .

20¢
a day

Why not inquire now?

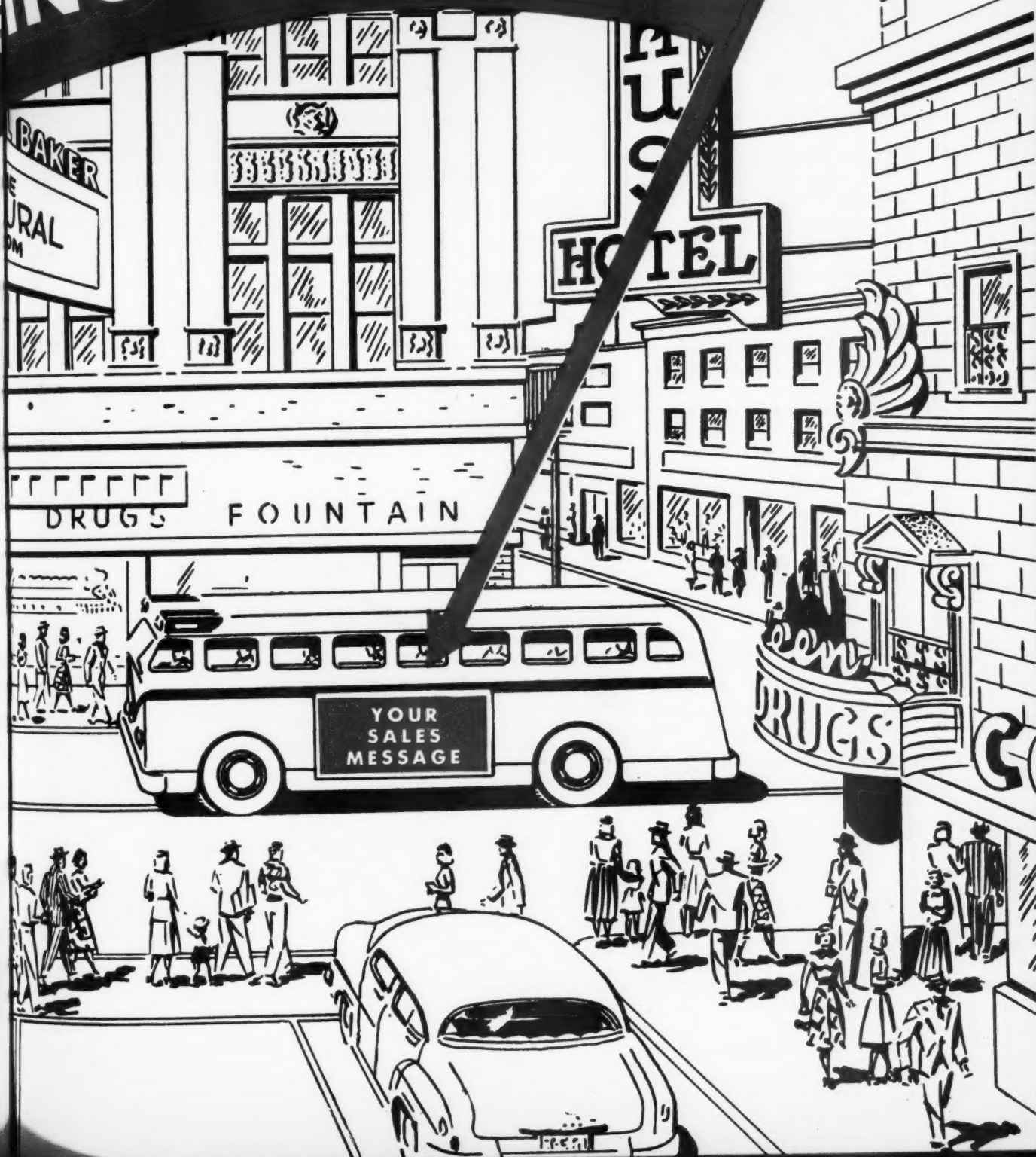
TRANSPORTATION ADVERTISING SALES, INC.

1925 CEDAR SPRINGS

DALLAS

For Further Information Call PROspect 2521 and Ask for Merile Stevenson

**COSTS FOR THIS
SAVING DISPLAY**



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INC.

Phone



RA-7362
ST-1604

Presbyterian Book Store



1814 Main St.
DALLAS
Phone RI-5546

CLOUD Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems
by calling . . .

PR-4821

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

H. NESTOR DuVALL, *Manager*

National City Building
DALLAS 1, TEXAS

No Cost to the Employer



Otto Coerver Announces Merger of Fixture Firms

Otto J. Coerver, right, has announced a merger of the Otto Coerver Company, Dallas fixture manufacturers, and Lawrence Thomas-Allen Company, a designing and selling organization. Earl T. Allen, Jr., left, has been appointed sales manager of the Coerver company. Mr. Allen with Lawrence Thomas, a veteran representative of the field of fixtures for offices, stores and banks, will maintain a downtown office in addition to their headquarters at Otto Coerver Company's plant, 4032 Commerce.



To Head Savings Bond Drive Committee

Former Mayor J. B. Adoue, Jr., center, president of the Dallas Clearing House Association and of the National Bank of Commerce, has been named chairman of the Dallas Citizens Council's Committee for U. S. Savings Bonds. Nathan Adams, left, dean of Dallas and Texas bankers, is chairman of the Savings Bonds Advisory Committee for Texas, and W. B. Clayton is chairman of the Dallas County Savings Bonds Committee. The Texas quota for 1954 is approximately \$200,000,000 in bonds. Last year Texans bought \$146,600,000 worth. Dallas County citizens will be asked to purchase \$23,300,000 worth this year compared to \$13,432,872 bought in 1953.

Dallas Area Towns Top Texas Building Boom

Cities and towns in the Greater Dallas area continue to lead the state in Texas' building boom, Richard C. Henshaw, Jr., analyst for the University of Texas Bureau of Business Research, has announced.

Irving, bordering Dallas to the north-east, led the state in per capita value of building permits issued in February with \$172.83 average. Mesquite, bordering on the east, placed second with an average of \$102.59. Tyler ranked third with \$90.64, Pasadena averaged \$80.24, and Arlington, \$66.56.

The state-wide average of building permits for the month was \$14.18 per person, an increase over January of \$1.77 per person.

Vernon had the largest one-month increase, with permits up by 2,000 per cent over January. Gilmer was up 1,660 per cent; Marlin, 1,500 per cent; Greenville, 675, and Tyler, 643.

Mr. Henshaw said the state's building boom was reflected in February by a 24 per cent increase in lumber sales, building materials and hardware. Normal improvement over January is only 1 per cent, he pointed out.

The state has \$8,635,000,000 of work waiting to be done, the greatest backlog of proposed construction in the nation.

★

Carrier Merger Okayed. The Interstate Commerce Commission has authorized the merger of Southern Express, Inc., of Dallas and Plaza Express Company of St. Louis, Missouri, Adrian Curtis, president and general manager of both companies, announced. The new company, Southern-Plaza Express, Inc., will maintain general offices at 2001 Irving Boulevard. Total assets of the merged companies will exceed \$3,000,000. All the stock of the new organization will be held by Columbia Terminals Company of St. Louis.

★


Aviation Corporation Bought. Harold J. Silver, president of Intercontinental Manufacturing Company, Inc., of Garland, has announced the purchase of the business assets of Brady Aviation Corporation, Brady, Texas. The Curtis Field facility at Brady will continue to be operated there. The facilities of the old corporation will become the Brady plant of Intercontinental and the operation of both plants will be directed from the executive offices in the Dallas County city, Mr. Silver said.

WHEN WE PAVE YOU SAVE Our Paving Means Savings for YOU!

INDUSTRIAL
RESIDENTIAL
STREETS
PARKING LOTS
DRIVE-INS

The Texas Bitulithic Company has the paving "know how" to do the best possible paving job for you. Over \$1,000,000 in modern machinery, 47 years' experience in the Southwest, and over 500 employees. Call Texas Bitulithic today for an estimate without charge.

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DRAKE, ALEXANDER & DRAKE

Insurance to Industry

Mercantile Securities Building

Dallas

PR-3766

Melrose Building

Houston

BL-0223

TRINITY INDUSTRIAL DISTRICT



"Under the Skyline of Dallas"

New Home of
GLADIOLA BISCUIT CO.

For information about the Trinity Industrial District consult your real estate broker or . . .
INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Bldg. • RI-6552

Opens Wynnewood Branch. Republic National Life Insurance Company has opened a branch office at 263 Wynnewood Village. The office will be an eight-man agency providing complete service in all types of individual and group life, health and accident and hospitalization insurance.

★

Clothing Store Opens. Robert Hall Clothes has opened its second Dallas store at 1606 Greenville at Ross Avenue. Bernard Sivin is store manager. Lee Hagerty is district manager for the national clothing store chain.

Goodyear Opens Store. A new Goodyear Service Store, 1638 South Buckner in Pleasant Grove, has been opened for business with L. L. (Bud) Stanley as manager. The store is the fourth of its kind to open in the Dallas area.

★

Agency Expands. Simmonds and Simmonds, Inc., national advertising agency with home offices in Chicago, has extended its southwestern operations by leasing the entire second floor of the Susman Building, Jackson and Central Expressway.

Chain Adds Stores. Evans Food Marts has added three locations to bring the total to five stores in Dallas. New stores are located at 6215 Hillcrest, 2707 Second and 628 East Tenth. In addition to carrying a complete line of groceries, each store will feature a drug department.

★

Tax Service Formed. An independent ad valorem tax consulting service has been formed with offices in the Landa Building on North Central Expressway. M. A. Tracy heads the service which will specialize in property tax management and service.

THE *New* **OZALID** *Bambino*

NOW—MAKES **OZALID** COPIES IN *Every* OFFICE!



◆ It's fast . . . up to 200 copies an hour!

◆ It's compact . . . slightly larger than a typewriter!

◆ It's inexpensive . . . only \$410!

For Information or a Demonstration, Call . . .

HORN BLUE PRINT COMPANY

Distributor for Ozalid — A Division of General Aniline Film

404 South Ervay Street . . . DALLAS, TEXAS . . . Phone RI-4805

Food Marts
to bring the
New stores
2707 Sec-
addition to
ceries, each
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Independent
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da Building
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APRIL, 1954



Elevated by Gibraltar Life Insurance Company

W. T. Weaver, left, has been named executive vice president and secretary of the Gibraltar Life Insurance Company. W. A. Lewis, center, and L. R. Van Landingham, right, were named vice presidents. James H. Sutton, assistant treasurer, was advanced to assistant secretary in addition to the treas-

ury post. Mr. Lewis will continue as agency director for the company and Mr. Van Landingham will retain his duties as director of special agencies. W. E. Nettle, company founder re-elected president, announced. Gibraltar Life Insurance Company has its home offices in the new Gibraltar Life Building at Harwood and Bryan.

Job Agency Opens. Insurance Personnel Service, a private employment agency specializing in the insurance field, has been opened at 1313 Republic Bank Building. President Gene Hranicky said the firm will assist persons desiring insurance jobs in Dallas and in other locations.

★
Investment Firm Formed. The American Family Investment Corporation, a company designed to sell Insurance Company of Texas group securities, has been formed with Nile Ball as president. The company offers securities on a time-payment plan and has branch offices in 17 Texas cities.

Architecture Firm Opens. Terrell R. Harper, chief of plan and specifications production with George L. Dahl for the past 10 years, has opened offices at 710 Thomas Building. Mr. Harper will deal in the general practice of architecture and building advisory service. He is a member of the American Institute of Architects, a president of the Dallas chapter of the Institute in 1952 and an active member of the chapter's board of directors. He is a member of the Texas Society of Architects and former chairman of the society's committee on practice of architecture.

Under New Ownership. Dwight V. Johnson and Naneen L. Johnson, husband and wife, have acquired the American Sign Company at 1101 North Zangs where they will handle all kinds of signs, lettering, neon and commercial advertising.

★
Postal Station Opens. The new Inwood postoffice station has opened at 5710 Lovers Lane with P. M. Odom as superintendent. Some of the carriers formerly working from the old Love Field branch and the Village branch in Highland Park will operate out of the new Inwood branch.

• FIRE • CASUALTY • SURETY

FELIX HARRIS & CO.
Insurance

RIO GRANDE BLDG., PACIFIC AT FIELD
PR-8228

• FELIX HARRIS • BEN HARRIS • REX HARRIS • BILL CARTER



Nothing can replace Home Town friendliness!

Back in the days of the pot-bellied stove, the boys at the general store were always ready to give you friendly advice. Now, in an atmosphere just as warm, your Trinity Universal agent will advise you *expertly* on insurance needs, ranging from contractor's bonds to fire policies. You can rely on his advice, knowing that a Dallas company, Trinity Universal, stands behind him in putting service to you, the policyholder, above every other consideration. You can count on friendliness and sincerity when you do business with the home town folks!

TRINITY UNIVERSAL  INSURANCE COMPANY
DALLAS TEXAS

Pioneers in Multiple Line Underwriting



Heads Research, Inc.

Thomas R. Shugart, Dallas geophysical consultant, has been named president of Research, Inc., Dallas. Mr. Shugart formerly headed Texana Exploration Company, and was an executive of Geotechnical Corporation. He was president of the Dallas Geophysical Society in 1951. The firm's chief activity is research and development in the field of mineral exploration, geophysical and geochemical surveys and development of special geophysical instruments.

★

Grafton and Knight Company, industrial leather products manufacturers, has named TOM COOK sales representative in the firm's Texas-Oklahoma area.

★

B. T. (TOM) GARGUS has been appointed manager of the special life division of National Bankers Life Insurance Company of Dallas.

★

Heading a new regional group office at Seattle, Washington, for Southland Life Insurance Company will be SAM D. BUNNELL. The office will serve the Pacific-Northwest area.

★

RICHARD C. ADAIR has been named sales manager of the newly-opened Saphin Television and Appliances, Inc., 1230 Dragon, wholesale distributors.

★

J. FRANK MATCHETT, former West Texas banker, has assumed the duties of Dallas regional director of the Small Business Administration.

★

Southwest Airmotive Company has announced the promotion to foreman of the instrument laboratory of JOSEPH D. VARMECKY.



Heads Agency Department

R. S. Stephens, assistant secretary and former manager of the auto underwriting department of Texas Employers' Insurance Association-Employers Casualty Company, companion Dallas insurance firms, has been appointed head of the company's agency department. Mr. Stephens has been associated with the company since 1923 and was elected assistant secretary in 1950. Claude F. Pipes, former manager of the safety engineering department, will succeed Mr. Stephens in the management of the auto underwriting department.



Joins Advertising Agency

Dick Morrison, a native of Dallas, has joined Purnell Advertising Agency as an account executive. Mr. Morrison received his high school education in California, then returned to Dallas and Southern Methodist University for his formal education. He has been associated with the advertising department of the *Daily Times Herald*, the *Chicago American* and Fort Worth radio station KWBC. The Purnell Agency handles chiefly food and industrial accounts from its headquarters in the National City Building.

TORO

POWER MOWER

For Every Mowing Need

76-INCH PROFESSIONAL

Cuts 15 to 20 acres a day. Does the work of 4 or 5 ordinary power mowers. Powerful 7½ h.p. engine. Built-in riding sulky.

\$1184⁵⁰



PLUS A COMPLETE LINE OF POWER MOWERS for the home ... both reel and rotary. The Toro Leaf Mulcher attachment is standard equipment on 18 and 20-inch Whirlwind models.

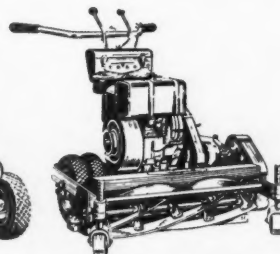
\$89⁹⁵ to \$216⁷⁰



27-Inch STARLAWN

Dependable 2½ h.p. engine has plenty of power for pulling sulky and operator. Floating reel cuts smoothly on uneven ground. Riding sulky is optional equipment.

\$329⁵⁰



30-Inch PARK SPECIAL

The heavy-duty "out-in-front" reel has an extra large diameter ... pulls in weeds and tall growth. Quick-starting 4.5 h.p. engine. Riding sulky is optional equipment.

\$514⁵⁰



24-Inch WHIRLWIND

Cuts fine lawns or weeds with equal ease. 24-in. Whirlwind (illustrated) has 5 h.p. engine; 31-in. Whirlwind has 8 h.p. engine. Leaf Mulcher and riding sulky are optional equipment.

\$469⁵⁰ to \$566⁵⁰



**Complete Parts Stock,
Service and Repairs**

4404 Main Street, Dallas VI-3619

122 S. Main, Fort Worth ED-5479

1645 Bissonett, Houston JU-5312

SOUTHWEST'S EXCLUSIVE LAWN SUPPLY HOUSE

Performance *is the* Pay-off

IMPROVED
Esso Extra gasoline

gives you **All Three** performance qualities

1

**Extra Quick
Starting
and warm-up**

You benefit from Esso Extra's improved quick starting quality because you save gasoline, and prevent gasoline-dilution of crankcase oil. Quick starting makes a tank of Esso Extra last longer.

2

**Extra
Anti-Knock**
(Extra High Octane Rating)

You benefit from Esso Extra's improved anti-knock performance because this quality eliminates harmful knock, gives smoothest operation, prevents power loss, lowers maintenance costs, and gives you added pleasure every time you drive your car.

3

**Extra
Power**

You benefit from Esso Extra's stepped-up power because you get quicker get-away in traffic, smoother acceleration, improved highway performance, and the feel of reserve power when you need it. Your car will give you more satisfaction — you'll enjoy it more — when you use Esso Extra.



*"You're getting your money's worth
when you fill up with Esso Extra"*

HUMBLE
Esso Extra
GASOLINE



No. 1 in Texas

HUMBLE OIL & REFINING CO.

DALLAS • APRIL, 1954



Public Relations Men Promoted

Keith Baker, left, formerly public relations manager at Chance Vought Aircraft, Inc., has been appointed assistant to the president for public relations. John Innes, formerly assistant public relations manager, has been elevated to the manager's position. Mr. Baker is a director of the Dallas Community Chest, a member of the executive board of Circle 10, Boy Scouts of America and a director of the Grand Prairie Chamber of Commerce. Mr. Innes is a member of the public information committee of the Dallas County Chapter, American Red Cross, and a director of Children, Inc.



Vice Presidents for American Investors

Dr. Martin Stowell Buehler, left, specialist in internal medicine and cardiology, and P. H. Johnston, Jr., right, former producer, underwriter and executive in insurance positions, have been named vice presidents of American Investors Life Insurance Company. The board of directors also appointed James J. Ling, president of the Ling Electric Company, to the board. Dr. Buehler, in private practice in Dallas and clinical assistant of medicine at the Southwestern Medical College of the University of Texas, will be medical director. Mr. Johnston will be director of accident and health.

Dinner Service Inaugurated. Vick's Restaurant in the Tower Petroleum Building has inaugurated evening dinner service. The restaurant, Owner Vick Clesi's newest location, previously closed at 5 p.m. The restaurant accommodates 90 persons on the main floor and 85 on the mezzanine, Mr. Clesi said. Louis Messerli is night manager of the downtown location.

Buys Employment Service. Mrs. Dessa W. Turner has bought the 18-year-old Dallas Employment Service and will move the offices to larger quarters in the Gibraltar Life Building. Two new departments will be added to the office, Mrs. Turner said. The new divisions will deal in vocational guidance and counseling and a medical placement service in all technical and professional branches of the medical field.



**SUPERIOR
INSURANCE CO.**
DALLAS, TEXAS
FIRE • CASUALTY
E. T. EARNEST
President



Progress Story: 1953

ASSETS

Cash	\$ 469,151.09
First Mortgage Loans	1,168,073.76
Stocks and Bonds	214,199.17
Real Estate	669,480.13
Policy Loans Secured by Legal Reserve	63,331.37
Premiums in course of collection (fully secured by Legal Reserve)	54,146.64
Other Admitted Assets	9,756.88
Total	\$2,648,139.04

LIABILITIES

Legal Reserve on Policies	\$1,232,328.12
Reserve for Dividends to Policyholders	74,239.32
Reserve for Premiums and Interest Paid in Advance	15,030.15
Reserve for Taxes and Accrued Expenses	48,519.65
Investment Reserves	14,356.03
Other Liabilities	345,785.21
	\$1,730,258.48
Capital and Surplus	917,880.56
Total	\$2,648,139.04

GROWTH

	Assets	Life Insurance In Force	Accident and Health Premium Income
1950	\$1,247,939	\$ 5,841,661	\$ 18,445
1951	1,575,616	6,541,589	443,444
1952	1,666,175	9,418,461	1,247,301
1953	2,648,139	10,601,397	1,640,097

UNITED BANKERS LIFE INSURANCE CO.

United Bankers Building • 3200 Maple Avenue • DALLAS
DON J. WILLMON, President

Dependable

INSURANCE SERVICE

KIRKPATRICK-THOMPSON CO.

PRAETORIAN BLDG.

RA-7184

(BOB, CULLUM & BOB THOMPSON, JR.)



T. and P. Auditor

Dwight B. Ohrum, associated with Texas and Pacific Railway Company for 35 years, has been named general auditor for the company. Mr. Ohrum has been corporate secretary of the rail system for the past five years. He will be succeeded in that position by R. S. Goode of Dallas. Mr. Goode, who has been with the company 33 years, has been statistician in the office of the executive vice president since 1945. Mr. Ohrum began his career with T. and P. in 1912 as a part-time worker while in college. Following service in World War I, he took permanent employment with the company in 1919.

★

A veteran with the Sherwin-Williams Company for 17 years, H. H. MENEFE, has been appointed manager of the Dallas area.

★

The British Overseas Airways Corporation has announced the addition of WILLIAM H. MACLAY, JR., as sales representative in Dallas.

★

Oak Lawn National Bank has announced the promotion of LAWRENCE N. JACOBS to vice president and DUDLEY E. BROWN to vice president and cashier.

★

A former Goodyear Tire and Rubber Company sales staff member in Akron, Ohio, A. N. McCOTTER, has been named Airfoam field representative in Dallas.

★

The board of directors of Southwestern Fire and Casualty Company named DEWITT T. RAY, Dallas banker, treasurer of the company.



Named Bank President

Will H. Kelley, former vice president of the Victoria, Texas, National Bank, has been elected president of the Fair Park National Bank. Mr. Kelley is a native of Timpson, Shelby County, and a graduate of Texas A. and M. College. He served with armored forces as lieutenant colonel during World War II. After the war, he joined the Victoria Bank where he was named vice president in 1949.

★

The Petroleum Branch of the American Institute of Mining and Metallurgical Engineers has announced the appointment of R. W. (BILL) TAYLOR to the editor's post of the *Journal of Petroleum Technology*.

★

The Texas Bank and Trust Company has announced the appointment of EDWARD F. HARGAN to trust officer and of TED R. ALEXANDER to manager of the bond department.

SOME DAY...

Dallas Business Executives will fly to work in their Helicopters and land at a **CLASSIFIED HELIPORT!** (Classified will always offer the most modern parking facilities.) You'll be satisfied with Classified!

CLASSIFIED Parking Systems

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• CONVENIENCE

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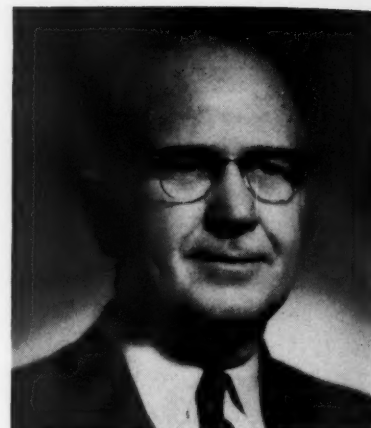
The Love Field State Bank
7704 DENTON DRIVE

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INSURANCE CORPORATION

Our company was born here. We owe a lot of our success to Dallas. Evidence of our faith in Dallas is our new permanent home office building, opened recently for occupancy, on Bryan and Harwood Streets.

The future of Dallas is BRIGHT. We sincerely believe that we will continue to grow with our city—steadily, solidly.

We invite everyone with an eye to Dallas' future to visit our new building. You should have Gibraltar Life Building as your new address.



Elected Active President

The board of directors of the Irving State Bank has elected Phillip Reid active president and director of the bank, Chairman W. B. Gilbert announced. Mr. Reid is a veteran of 30 years in the banking business. Until his election, he was a vice president of the National City Bank of Dallas.



Named Vice President

Fred Wiedemann, C. L. U., has been elected vice president and agency director of Continental Life Insurance Company. A native of California, Mr. Wiedemann is a graduate of the U. S. Naval Academy at Annapolis. He came to Dallas in 1947 as an agent for Minnesota Mutual Life Insurance Company, becoming Dallas and Northeast Texas general agent for the company in 1950. Later, he served Franklin Life Insurance Company as a regional and district manager.

★

RAY F. DOWLING has been elected president of Contemporary House Furnishings, Inc.



Named Society President

R. E. Erickson of Southern Consolidated Manufacturing Corporation, has been elected president of the Society for the Advancement of Management. The organization, made up of 130 Dallas management representatives, also elected P. E. Haggerty, outgoing president, national director; C. L. Baker, vice president; D. O. Tomlin, director-at-large; Claiborne Johnson, secretary, and Paul Fiske, treasurer.

★

Strickland Transportation Company, Inc., has announced the appointment of FRANK B. WEBER as operations manager; JOHN W. MAXWELL, to assistant operations manager, and H. I. LALLIER to traffic manager. The three new executives will be headquartered in Dallas.

★

Hobbs Trailer Equipment Company announced that HOWARD CASE, manager of the firm for seven years, has been promoted to the office of executive vice president.

★

The Stewart Company, Texas distributor for the Ford Tractor Division of Ford Motor Company, has announced the promotions of M. H. TURNER, to operations manager and of H. C. CLEMONS to assistant sales manager.

★

Pioneer Air Lines has named JAMES M. STAFFORD general accounting supervisor in the company's general offices in Dallas.

★

The Great-West Life Assurance Company has announced the appointment of E. G. (BUD) GATLIN to supervisor of the North Texas branch with headquarters in Dallas.

1921 WAS THE YEAR...

... this insurance agency was formed. Through these 33 years, Ellis-Smith & Company has enjoyed the privilege of serving thousands of Texans with their fire, casualty, bonds, and allied insurance needs. Our organization of highly trained and skilled capital stock insurance specialists would be pleased to analyze your insurance needs. Give them an opportunity to confer with you.

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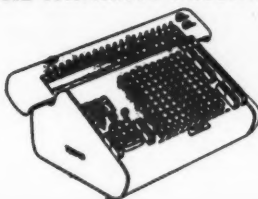
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T. A. MANNING & SONS

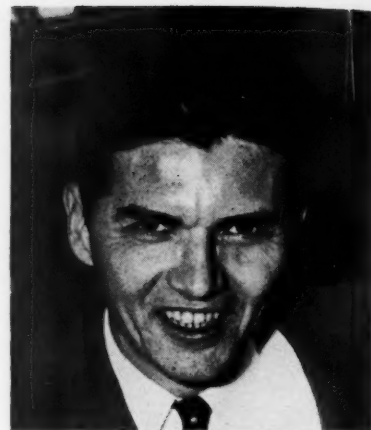
Insurance Managers

S. Foster Yancey

Charles S. Yancey

Founded in 1904

3906 Lemmon Avenue . . . Dallas, Texas



Dallas A.P. Chief

William C. Barnard, who has served as a foreign Associated Press correspondent in Korea for the past three and a half years, has been named head of the Dallas A.P. bureau. Mr. Barnard began his career with A.P. in 1942 following service on the Corpus Christi *Caller-Times* and the San Antonio *Express*. A graduate of Texas College of Arts and Industries at Kingsville, Mr. Barnard was advanced to state editor by 1950 and wrote a daily column, "Texas Today" for the wire service. Mr. Barnard will relieve Frank H. King of his Dallas bureau duties so Mr. King may devote his full time to the office of general executive in the Southwest for Associated Press.

★

A veteran of 20 years in the printing industry, CECIL F. USSERY, has become a partner in the firm of Campbell Lithographing Company in Dallas.

★

The American Investors Life Insurance Company has named BENNETT F. POLLARD special representative in Dallas for its recently opened general agency.

★

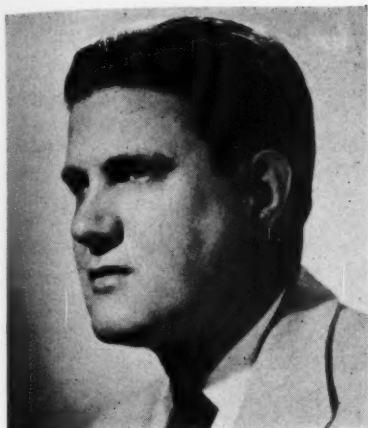
A former supervisor in agency training for Pacific Mutual Life Insurance Company, G. WILLIAM SCHERMERHORN, has been named general agent for the company in Dallas.

★

Station Manager RALPH W. NIMMONS has announced the appointment of GEORGE STEVENS as local sales manager of WFAA-TV, Channel 8.

★

The Glidden Company has appointed EMORY L. DIAMOND sales manager of the company's Texas region with headquarters in Dallas.



Skillern's Vice President

Henry A. Finch, Jr., a veteran of 23 years in the drug business, has been named vice president of Skillern's Drug Stores. Mr. Finch joined Skillern's two years ago as merchandise manager and has directed all phases of the company's merchandising program. A native of Houston, Mr. Finch attended the University of Houston. He is active in both state and national drug associations.

★

L. L. GRAVES has been appointed manager of the newly created south central district sales office of the American Radiator and Standard Sanitary Corporation.

★

Lincoln-Mercury Division of Ford Motor Company has named CHARLES MILLER a field sales representative and THOMAS GREGORY field service engineer.

★

Ziv Television Programs, Inc., has promoted PHIL WILLIAMS of Dallas to spot sales manager for the company's 18-state central division.

★

The Oak Cliff Savings and Loan Association has announced the appointment of BENTON C. STAILEY to the real estate loan department.

★

DONALD G. WEEKES has been appointed a sales engineer for Lone Star Steel Company. Mr. Weekes is a veteran of more than 25 years in the steel industry.

★

Directors and stockholders named IRVIN GANS president and JACK A. HOPPER vice president of Southwest Film Laboratory, Inc.

In 25 Years

REPUBLIC NATIONAL LIFE

- paid to beneficiaries and living policyowners \$ 38,073,479.65
- increased Assets to a total of \$ 66,613,036.61
- increased Insurance in Force to \$521,020,893.00
— a gain of \$82,174,235 in 1953.
- expanded its insurance services to include LIFE, ACCIDENT, HEALTH, HOSPITALIZATION, GROUP, FRANCHISE, BROKERAGE and REINSURANCE.
- now employs in Dallas 375 men and women.

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Employees Security Life Insurance Company

Agent Inquiries Invited

809 East Main Street

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Factor Firm Established. Merchants Factors Corporation of Texas, a subsidiary of Merchants Acceptance Company of Chicago, has established headquarters in Dallas at 318 North St. Paul. The firm will engage in the factoring of accounts receivable, a financing method in which the manufacturer receives immediate cash for his invoices at the time of shipment.

★

To Build Hexter School. J. E. Morgan and Son, general contractors, have received a \$445,383 contract for the erection of the Victor H. Hexter Elementary School on Waterview and Peavy Road. The plumbing and heating contract went to Cohn-Daniel Corporation and the electrical contract went to Gotham Electric Company. The total contracts for the school amounted to \$597,276.

Meat Plant Opens. Garland Farms, a retail meat sales and storage plant, has opened at 4358 Lovers Lane. The store is a retail outlet for Garland Farms Packing Company. The store has 1,600 lockers for food storage and is adding 500 more, each with a capacity of 200 pounds. A feature of the new store is custom barbecuing of beef, pork, chicken and turkey.

★

Sears Plans Store. Sears, Roebuck and Company plans to build a new retail store between Arlington and Grand Prairie across Highway 80 from the Arlington Downs Race Track. Sears President R. L. Tayloe said the building will be constructed on a 16.7 acre tract. The masonry building will contain 55,000 square feet of floor space.

New Firm Formed. A new firm, Fre A. Ernst Distributing and Sales Company, has been established at 1900 McKinney. The company formerly operated as Pres-To-Line Sales of Texas. The firm distributes and makes office items for use by secretaries and typists, including Pres-To-Line machines, W. R. Ritchie and cushioned pads, Pres-To-Line desk stabilizers and a new product known as the Add-A-Drawer. The Add-A-Drawer is being manufactured at 3037 Canton.

★

Firm, Subsidiary Merge. The Engineering Supply Company has merged with its wholly-owned subsidiary, Industrial Electronic Supply Company, and has opened new offices at 6000 Denton Drive. The firm will carry the name of the parent company.

American Investors Life Insurance Company of Dallas

Proudly Announces . . .

purchase of the

Sterling Building in Houston

This modern office building is an air conditioned, 21-story structure—and represents a three-million dollar investment for the six-year-old American Investors Life Insurance Company.

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Pyramid of Progress

Year	Total Assets	Premium Income	Death Claims	Benefit to Living Policyholders	Capital and Surplus
1948	\$33,385.72	\$62,484.12	\$2,000.00	\$—	\$26,595.58
1949	120,272.53	284,806.05	6,000.00	—	39,069.88
1950	313,289.63	538,324.60	50,106.00	4,935.38	84,271.58
1951	615,018.62	868,832.59	134,211.00	27,208.67	155,488.89
1952	1,011,797.81	1,344,154.64	165,685.00	103,117.83	271,914.04
1953	1,679,615.36	1,688,782.90	122,848.00	152,950.01	505,152.96



new firm, Fred Sales Com- at 1900 Mc- merly operated xas. The firm items for use including Pres- Ritchie air ne desk stabi- known as the A-Drawer is Canton.

e. The Engi- has merged diary, Indus- company, and 6000 Denton the name of



International Fidelity President

L. D. Lowry, Jr., was elected president of the International Fidelity Insurance Company at the firm's annual stockholders' meeting. Mr. Lowry is director and executive and finance committee member of the Walter H. Allen Company, Inc., of Dallas and a director of Olive and Myers Manufacturing Company of Dallas. Other officers elected include General Preston A. Weatherred, senior vice president; J. Ed Green, vice president; Pat Beadle, general counsel and vice president; M. K. Russell, Jr., secretary-treasurer; D. G. Axline, actuary, and G. K. Lee, assistant secretary.



New Copying Device

The Ozalid Bambino copying machine has been added to the products handled by the Horn Blue Print Company. Hix Freeman, above, shows that the machine is about the size of a standard typewriter. A product of the Ozalid Division of the General Alinine and Film Corporation, the machine makes as many as 200 copies of a document an hour.

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It creates an estate immediately... one that could take years of month-to-month saving. Permanent insurance has cash and loan values for emergencies. In the event of death, a family is protected by the full amount of the insurance. Insurance can provide independence and ease for retirement days.

Yes, insurance *is* thrift plus, providing money when money is needed most. Discuss *your* insurance program with the Southland Life Representative in your community... soon.

ASSETS OVER \$160,000,000
Insurance in Force Over \$800,000,000
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AND LOAN ASSOCIATION**

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Purchasers' President

Maynard E. Robertson, vice president in charge of purchasing at Briggs-Weaver Machinery Company, has been elected president of the Purchasing Agents Association of Dallas. Mr. Robertson succeeds John Guynes, Magnolia Petroleum Company, who was named national director. Others elected were George C. Eason, vice president; Les W. Althaus, second vice president, and Fred Bradley, secretary-treasurer.

★

The winner of the 1953 Outstanding Jaycee Award, GEORGE KARNES, has been named special representative of the American National Insurance Company through the Buck Bailey Agency.

★

Chairman of the Board of Southland Life Insurance Company and of the Texas Power and Light Company, JOHN W. CARPENTER, has been appointed chairman for the 1954 Texas Cancer Crusade.

★

Briggs-Weaver Machinery Company has announced that DARRELL MANLEY has been named general sales manager of the firm.

★

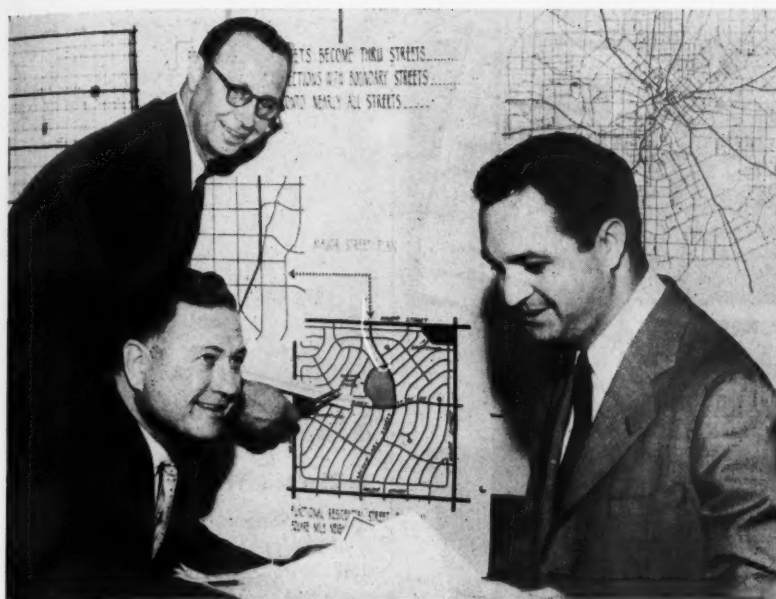
Stockholders of Allied Finance Company have elected BRUCE M. STEERE to a director's position. Mr. Steere is president of Ferguson-Steere Motor Company.

★

NED HARRIS, formerly with the Texas State Fire Insurance Commission, has joined Felix Harris and Company, general agents, as a partner.

★

W. E. MITCHELL has been promoted to regional manager for Texas Consolidated Theatres.



CITY PLAN ENGINEER Marvin Springer, left, works with Howell Watson, seated left, chairman of the City Plan Commission, and Charles Spivey, head of the advanced planning section of the City Plan Department, on a City Plan Department exhibit for the Greater Dallas Home Show, May 8-16.

Home Show Opens May 8 With 100 New Exhibits

ONE of Dallas' top merchandising events, the eighth annual Home Show, will open May 8 for nine days at Fair Park's General Exhibits building with a record list of more than 100 exhibitors already assured.

A feature exhibit in the million-dollar event will be a Dallas panorama prepared by the City Plan Department and placed in the show by the City Plan Commission headed by Howell Watson.

Three four-by-eight-foot panels, set in

a U shape, will depict the home, the neighborhood and the community, and the relationship of each to the other.

City Plan Engineer Marvin Springer said the relationship of major thoroughfares, schools, parks, churches, and shopping centers to the home, neighborhood and city as a whole in the future planning of the community would be graphically depicted. The exhibit is being prepared by Charles Spivey, head of the advanced planning section of the City Plan Department, and Mr. Springer.

Wilson H. Brown, chairman of the Home Show Committee for the sponsoring Dallas Association of Home Builders, said prospects for the annual exposition were brightest in years.

Cognizant of the rapidly expanding Dallas market, many new national manufacturers and Southwestern distributors placed early orders for exhibit spaces according to H. F. Van Horn, managing director of the show.

A dozen outstanding exhibits from the National Association of Home Builders convention in Chicago earlier in the year also will be placed on display.

Total attendance for the show is expected to approximate the 100,000 mark.

WILSON H. BROWN



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We furnish Employers with complete analysis of the Applicant's background, experience, ability and all details essential to intelligent placement. Each and every Employer's requirements, limitations and needs are studied individually; each Applicant is a personality.

All members of the Employment Board of Dallas are tax-paying, "un-subsidized" local citizens, interested in your complete satisfaction, and the permanent good will of both the Employer and the Applicant recommended.

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CLOUD EMPLOYMENT SERVICE National City Bldg.	PR-4821
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SACKS EMPLOYERS SERVICE 1517 Commerce	PR-0694
SALTER EMPLOYMENT SERVICE I.C.T. Bldg.	PR-3551
WERT EMPLOYMENT SERVICE 1115 Praetorian Bldg.	RI-1042



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Re-Elected Traffic Chairman

L. H. Ridout, Jr., has been re-elected chairman of the Citizens Traffic Commission and seven of eight other officers were re-elected. John B. Dunlap was elected a vice president in charge of engineering committee. Re-elected were John Briggs, Richard B. Shults, Tom McHale, Harry L. Kaplan and Clyde Swalwell, vice presidents; J. Neal Mancill, treasurer, and Joe J. Murray, executive secretary.

★

A Dallas physician and member of the faculty of Southwestern Medical School, DR. JAMES McCranie, has been named a member of an advisory committee appointed to survey Texas facilities for mental health care by Governor Allan Shivers.

★

Named new directors of the Metropolitan Y.M.C.A. were JAMES F. CHAMBERS, JR., JOHN GREEN, E. COWDEN HENRY, DR. FRANK KIDD, ARTHUR KRAMER, JR., MARVIN D. LOVE, GEORGE MCGHEE, DR. L. G. PINKSTON and W. T. WHITE.

★

W. W. Overton and Company, Dallas food brokerage firm, has announced the elevation of three Dallas officers. RALPH E. TINKLE was named executive vice president; ROY DUKE was added to the board of directors as the firm's secretary, and W. T. OVERTON was promoted to treasurer.

★

The 1953 Dallas Fireman of the Year Award, sponsored by the *Daily Times Herald*, went to LOYD FRANKLIN JOHNSON, a hook-and-ladder truck driver from Fire Station No. 27, Northwest Highway at Douglas.



Named Vice President

E. F. Brewer, an associate with Republic National Life Insurance Company's home office in Dallas for the past 10 years, has been promoted from assistant vice president to vice president in charge of home office underwriting. Mr. Brewer is a member of the underwriting committee of the Health and Accident Underwriters Conference. Rex Beasley was elected assistant secretary and assistant office manager, and Malcolm Thomas was elected assistant secretary in the underwriting division of the company.



Hunt Grocery President

Wilson W. Whatley, who has been vice president of Hunt Grocery Company, has been named president and general manager of the firm which does almost \$1,000,000 a year in local and Texas business. Mr. Whatley, who has been associated with Hunt Grocery for 11 years, has lived in Dallas since 1927. He is a member of the Dallas Executives Association and is first vice president of the Dallas Retail Credit Managers Association.

DALLAS • APRIL, 1954

Accidents - Bonds - Burglary and
Robbery - Fire - Inland Marine
Liability - Plate Glass - Windstorm

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The Girard Insurance Company of Philadelphia, Pa.
National-Ben Franklin Insurance Company of Pittsburgh, Pa.
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Hexter Title Company Buys Branch Offices

Hexter Title and Abstract Company has purchased the Dallas branch of Lawyers Title Insurance Corporation, Richmond, Virginia. With its five former offices in Greater Dallas and the five absorbed from the Virginia corporation, Hexter becomes the largest abstract firm in Dallas County.

Charles C. Hampton, state manager of Lawyers Title Insurance Corporation, said his company will maintain its state headquarters at 1107 Main and will continue to operate in 40 principal cities throughout the state.

The Hexter company was founded in February, 1928, by Victor H. Hexter and Louis J. Hexter. The central office is at 1312 Main.

Most of the employees of Lawyers Title offices will be absorbed by the Hexter company. The remainder will be retained by the state office of Lawyers Title, Louis Hexter said.

Mr. Hexter, in announcing the purchase, predicted the company will handle more than \$100,000,000 in real estate transactions in Dallas County during 1954.

Announcing . . .

the formation of

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LIFE INSURANCE COMPANY**

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**NON-CANCELLABLE—GUARANTEED RENEWABLE
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Charles B. McKenzie
President

Maurine Jacobs

By Roy Johnson

INTERVIEWING Maurine Jacobs at her desk just inside the door of the National Bank of Commerce is something like watching a tennis match.

It's as if some remote control attachment were affixed to the front door and "tuned in" to the lady vice president. Almost every time the door swings open, Miss Jacobs automatically looks up, waves, smiles and greets the person entering.

By her own conservative estimate, Maurine Jacobs knows about two-thirds of the bank's 10,000 customers.

President of the bank, Former Mayor J. B. Adoue, Jr., says her estimate is far too conservative.

"I honestly believe she knows them all," Mr. Adoue smiled.

After a short interview with the "boss" of the bank, Miss Jacobs, you go away with the impression that if she failed to recognize someone entering the door, the tellers know she would soon find out from them who it was.

This is all part of her campaign to make the National Bank of Commerce a sort of neighborhood bank downtown. She senses the importance of knowing the customer and of making him or her feel at "home."

"She is a perfectionist," the former mayor explains.

"Back during the war we lost the man who ran the bank. I could find plenty of people willing to take my job—doing nothing—but nobody wanted the vice president's position.

"After a lot of searching, we found we had just the right person to manage the bank right here under our noses," President Adoue said.

Mr. Adoue said the bank is Miss Jacobs' major interest in life. She brings an intelligent enthusiasm to her work, is always realistic, strives to learn more and more about every phase outbreak of World War II when she was made a utility teller.

"She can get on that telephone and come up with answers on complicated questions from all over the country in a minute. If I tried it, I never would find out what we want to know," Mr. Adoue confided.

Maurine Jacobs is Dallas through and through. She was born here, went to school at John Henry Brown Elementary and Forest Avenue High School where she was elected to the National Honor Society and received the Linz Award. She is a graduate of the Dallas Chapter of the American Institute of Banking.

Her business life began after graduation from Forest Avenue High School where she took a position as secretary to the principal. In 1933, she joined the National Bank of Commerce as secretary to the cashier. She remained in that position until the outbreak of World War II when she was made a utility teller.



MAURINE JACOBS

In 1944, she was elected assistant cashier and assistant trust officer. Six years later, she was named cashier and trust officer and in less than two years was elevated to the board of directors. The title of vice president was added to the other offices in December, 1953.

"Most people think of a banker's life as stodgy and dull," Miss Jacobs said. "Actually, that is far from true. It can be the most interesting, the most enjoyable and the most rewarding work in the world."

She goes on to explain a little of the intricacies of the banking business, how you deal with people all over the country.

"You get to know people in Boston, New York, Kansas City, Chicago, and all over the nation, merely by transacting business over the telephone. Then along comes a convention of the American Bankers Association and you get to meet the people in person with whom you have transacted thousands of dollars in business by voice alone. It's really stimulating," she smiles.

"Then, there's the satisfaction of seeing some of your long-time friends through a trying period," she explains. As trust officer, Miss Jacobs works often with heirs to estates. Many of these people know little or nothing about business. The bank is often named executor and works to conserve and settle estates in the most beneficial manner possible.

"It makes you feel good to be able to help people cope with unfamiliar business problems," Miss Jacobs said.

For hobbies Miss Jacobs enjoys music, the theater, reading and "frankly" enjoys good food. But mostly her hobbies are tied up in the banking business and the associations connected with it.

She is a member of the board of directors of the Dallas Clearing House and of the board of the Dallas Estate Council. Miss Jacobs is a member of the standing research committee of the Association of Bank Women, a member of the board of directors of the Dallas Chapter, Quota International, and attends the First Methodist Church in Dallas.

She has attended annual conventions of the American Bankers Association each year since 1949.

"After it's all said and done," says President Adoue, "her main hobby is this bank and its customers."



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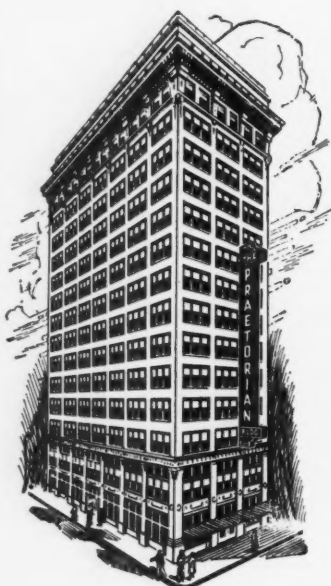
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Named Association Official

William F. Nicol of Dallas has been elected vice president of the National Scale Men's Association at the group's thirty-fifth annual conference in Chicago. Mr. Nicol, a native of Dallas, is president of the Wm. F. Nicol Company, distributors of all types of industrial scales and food machines.



Elected Vice President

Stiles D. Woodruff, immediate past president of the Texas Seedmen's Association, has been elected vice president in charge of seeds and allied lines of the Magnolia Seed Company of Dallas. Mr. Woodruff for many years traveled throughout the Northwest as production assistant to the vice president of F. H. Woodruff and Sons, national seed growers. He came to Dallas in April, 1949.

*

A vice chairman of the membership committee of the Dallas Chamber of Commerce, JOSEPH M. McBRIDE, JR., has been named local sales representative for the Paul Revere Life Insurance Company.



Joins Lone Star

Jim Carll, former editor of the *San Angelo Standard-Times*, has joined the advertising department staff of the Lone Star Gas Company in Dallas. Mr. Carll will specialize in development and dissemination of information having to do with the company's operations and personnel. Mr. Carll published weekly papers at McCamey, Crane, Rankin and Iraan before joining the San Angelo staff. Three hundred sixty-four of his stories and articles have been published in national magazines and adapted for moving pictures.

★

The American National Bank of Oak Cliff has named THOMAS H. MAHER, LOUIS J. MAHER, CARR P. COLLINS, JR., CHARLES S. SHARP and MILES WOODALL to the board of directors.

★

A law firm at 1003 Southwestern Life Building to specialize in federal tax matters has been formed by SYLVAN TOBOLOWSKY.

★

The new manager of the Texas district of the construction news division of the F. W. Dodge Corporation is A. W. KITCHENS, former head of the firm's Birmingham, Alabama, office.

★

The Dallas Retail Grocers Association has installed H. T. SMITH its president for 1954. J. D. LOWRY and E. R. ANDERSON were named vice presidents; ROBERT E. DAY was re-elected secretary-manager, and L. A. MUERY was re-elected treasurer.

★

The new sales director of Southwestern Drug Corporation, GUY M. STERLING, will supervise the activities of 85 wholesale salesmen.

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WALTER SYKES



Boys Baseball, Inc., Signs 'Contracts' With 25 Sponsors

University Park, Hutchins, White Rock, Pleasant Mound and Urbandale-Parkdale. Another team will be composed of the children of employees of Chance Vought Aircraft Corporation. West Dallas plans a team, but the manager has been having difficulty finding sponsors thus far.

G. D. Allman, president, said the corporation this year has a new project which may place a sportsmanship award above the championship trophy for the teams to shoot at.

Clergymen of the city are cooperating with Boys Baseball, Inc., in presenting the trophy. It will be a larger trophy than the championship and may be won by a team which fails to win a single game.

Teams already signed for the race are sponsored by businessmen, merchants and clubs, usually from the area which the team represents.

Some of the sponsors in the fold this year are: the Jewish Community Center, L. L. Blasingame Hardware Company, Evans Grocery, Trinity Industrial Lions Club, the Dallas Stove Hospital, Curly Jackson Transfer Company, Oak Cliff Lions Club, South Dallas and White Rock Kiwanis Clubs, East Grand Merchants, the Casa View Dads Club and many others. Tom H. Walker's Adjustment Company sponsors an Oak Cliff team though Mr. Walker has no children of his own.

A group starts a team by getting in touch with Boys Baseball, Inc., at Room 402, 318 Cadiz, PR-0795. The non-profit group will send a team application and all information regarding rules and regulations.

DALLAS' home grown answer to juvenile delinquency, Boys Baseball, Inc., is beginning to come out of its short winter hibernation with plans for a bigger and better year.

The future Babe Ruths and Bob Fellers are getting out to parks and playgrounds with enthusiasm for another successful year of baseball sponsored by the civic-minded businessmen of Big D.

Already 25 managers and sponsors have sent in contracts indicating they will have teams in the race for the city championship.

Officers of the Dallas-born organization are planning on more and more teams as more sponsors line up in the campaign to put more boys on ball diamonds and less into mischief prompted by idleness.

Teams will be fielded from North Dallas, East Dallas, South Dallas, Oak Cliff,

"A visit to the school in the neighborhood will assure all the boys you can imagine for the team," Mr. Allman said.

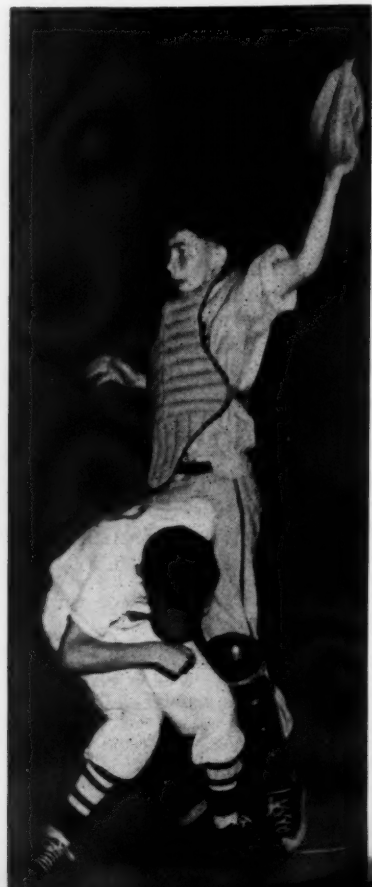
Then you seek out sponsors for the club. Mr. Allman estimates sponsors will have to spend about \$400 the first year for uniforms, entrance fees, equipment and insurance. After the first year, expenses should average about \$200 a year, he said.

The \$125 entrance fee includes \$20 for insurance, payroll for umpires, scorekeepers, lighting expenses and two dozen baseballs.

Boys play their games at Samuell Park and Beckley-Saner diamonds. Any boy not having reached 13 years of age prior to January 1 of the calendar year is eligible to play and each boy is signed to a contract. Teams may trade boys if the trade is agreeable to both boy and manager. Teams are limited to 20 players each.

Boys Baseball, Inc., will launch its 1954 season June 5 with a doubleheader at Burnett Field.

A RUNNER COMES IN as the catcher has to go too high to get a throw to the plate.



STE-E-E-RIKE, THE UMP CALLS OUT as a hopeful Babe Ruth tries to pick off a low one for a hit.





Elected Oil President

Jack S. Woodward, Dallas independent oil operator, has been elected president of the Texas Independent Producers and Royalty Owners Association. Other Dallas men elected include G. Scott Hammonds, vice president; and W. L. Pickens, Chester Hunter and Bert Fields, members of the executive committee.



Forms Contracting Firm

Paul L. Kaiser, general superintendent of construction on Dallas' new Republic Bank Building, has formed a new general contracting firm with offices at 1437 Caddo. Mr. Kaiser began his construction career in 1927 as a rodman with a field engineer on the Broad Street Station project in Philadelphia. Since then he has worked as field engineer, assistant superintendent and general superintendent of construction. He will specialize as general contractor for remodeling residential, industrial and office buildings.

★

The Oak Cliff Chamber of Commerce has employed WILLIAM E. (BILL) DAVIS as director of public relations.

DALLAS • APRIL, 1954



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Our 7th Year

THE FIGURES TELL THE STORY!

At The End of Years...

1948 1953

Admitted Assets . . .	\$ 54,227.44	\$3,642,952.82
Gross Premium Income . .	267,836.33	3,144,032.49
Paid Policy Owners and Beneficiaries . . .	22,894.18	643,172.11
Policy Owner Reserves . .	2,302.00	2,263,776.84
Insurance in Force . . .	8,665,451.00	54,426,778.00

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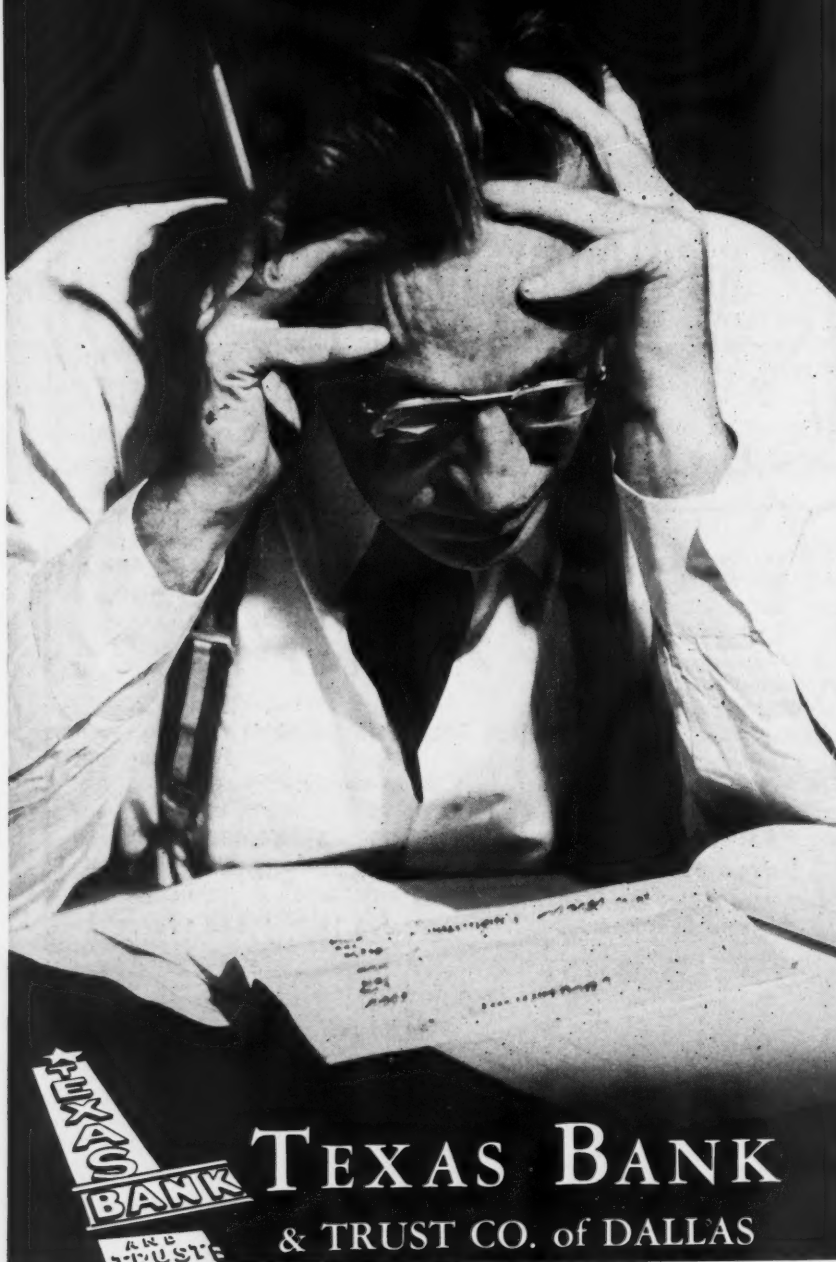
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Trust Officers at Texas Bank this week.



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MAIN & LAMAR MEMBER F.D.I.C.

Two Daily Mail Deliveries Improves Service, Test Shows

Preliminary figures show that 20 to 25 per cent more air mail was delivered on the day of its arrival in Dallas during the experimental twice-daily delivery test in residential areas.

Peter J. Cahill, secretary of the National Association of Letter Carriers, announced the trend when visiting in Dallas as an observer recently.

Under the standard once-daily delivery service, a letter which traveled from New York to Dallas in less than seven hours would remain undelivered at Dallas from 20 to 30 hours, Mr. Cahill said.

This was because a letter, mailed at midnight in New York, would arrive at the Terminal Annex too late to be sorted for the morning deliveries from branch post offices.

Branches at Inwood, Walnut Hill, Preston, Lakewood, East Grand and East Oak Cliff conducted the two-a-day delivery experiment. Similiar experiments were conducted in Minneapolis and Indianapolis.

Mr. Cahill predicted the Postoffice Department would approve twice-a-day deliveries in larger cities after studying results of the tests.

★

Wins Safety Award. Krafco Container Corporation of Dallas has received notice that the company has won the box manufacturing plant safety award in the National Safety Council's 1953 safety contest. The firm's accident frequency rate was 60 per cent below the national average, equalling only four lost-time accidents in each million man hours worked, W. B. Scott, vice president and general manager, announced.

★

Company Opens Office. Continental Can Company, Inc., has established new district headquarters in Dallas for its Shellmar-Betner Flexible Packaging Division at 2501 West Mockingbird. The offices were moved here from San Antonio, District Sales Manager Howard D. Martin said. The district includes Texas, Oklahoma, Arkansas, Mississippi and Western Tennessee.

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APRIL, 1954



Elected by Toastmasters

Kenneth Clinton Procter and Gamble has been elected president of the Oak Cliff Toastmasters Club for the six-month period beginning April 1. Bill Rice was named vice president; Bill Baxter, secretary; Phil Sizer, treasurer; Horace Gunn, sergeant-at-arms; Bev Randolph, educational chairman; Al Pridgeon, deputy governor, and Tom Murphy, program chairman.

★

A Red Cross and Army Special Services representative for six years overseas, JANE BRADLEY, has been named assistant director of public relations and advertising for Southwest Airmotive Company at Love Field.

★

The Neptune Meter Company has named WILLIAM A. BALENDONCK sales representative for petroleum and industrial meters in Texas and Oklahoma.

★

The executive secretary of the Dallas Association of Insurance Agents for the past four years, MAX SCHEID, resigns his post May 1 to open an insurance agency of his own with offices in Dallas and Garland.

★


American Investors Life Insurance Company of Dallas has announced the promotions of FRED KIESOW to assistant treasurer and EDWARD H. BARON to assistant secretary.

★

A Dallas man, BERT COOK, was elected vice president of the Independent Garagemen's Association of Texas at the group's recent Dallas convention. BYRON ALBRIGHT and LEE WILKERSON were both named directors.

NATIONAL CITY BANK

of Dallas



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Vice President, Counsel

James P. Swift, a resident of Dallas since 1927 and a law graduate of Notre Dame University, has been elected vice president and general counsel by the board of directors of Southwestern Life Insurance Company. Mr. Swift is a member of the Texas and Dallas Bar Associations. The board of directors also appointed W. Dawson Sterling and William E. Underwood, Jr., assistant secretaries of the company.

★

Dallasites PAUL JONES and WERNER RENBERG were elected officers of the Texas Association of Sigma Delta Chi, professional journalism fraternity. Mr. Jones was named to the executive council and Mr. Renberg was elected a vice president.

★

The board of directors of the Greater Dallas Planning Council re-elected Former Mayor J. WOODALL RODGERS, president; JOHN E. MITCHELL, JR., and W. W. OVERTON, JR., vice presidents; D. GORDON RUPE, JR., secretary; EUGENE McELVANEY, treasurer, and GRANVILLE W. MOORE, vice president and general manager.

★

BRAGG STOCKTON, coordinator of vocational education for the Dallas Independent School District, has been appointed a three-year member of the advisory council of Ford Motor Company's industrial arts award program.

★

RAYMOND W. SMITH has been named a special representative for East Texas of the consumer credit division of the Home Life and Accident Insurance Company. He will be headquartered in Dallas.



Named Girardian Vice Presidents

Walter L. Martin, left, former general office manager, and Holly C. Smith, active in hospitalization, accident and health insurance fields for the past 10 years, have been elected vice presidents of Girardian Insurance Company of Dallas. Mr. Martin will serve in a general managerial capacity and Mr. Smith will head the company's disability division. The company, founded in Dallas in October, 1952, already serves 36 states, the District of Columbia and the territories of Alaska and Hawaii.

City Hires Engineers For Red Bird Expansion

The Dallas City Council has engaged the engineering firm, Rollins and Mahoney, to draw plans for initial steps in expansion of Red Bird Airport.

The Council approved the firm's bid to make the field surveys, draw plans and specifications and supervise construction at a fee of \$48,500.

The first phase of improvement will include lengthening and widening of the main northwest-southeast runway from 100 to 3,000 feet to 150 by 4,500 feet and building a new north-south runway 3,800 feet long and 150 feet wide. Connecting taxiways and larger aprons also will be built and the runways will be lighted.

Airport Consultant James C. Buckley was asked to speed up his report on terminal needs at Love Field so that architects could begin work on plans for the new terminal building, Councilman W. C. Miller, aviation committee chairman said.

A contract will be let about May 1 for the extension of Love Field's runway.

New Branch Opens. The National Blank Book Company of Holyoke, Massachusetts has opened a branch office at 107 Manufacturing Street in the Trinity Industrial District. The Dallas office will serve the entire Southwest. The lease negotiations were handled by Jim Moran of Hudson and Hudson, realtors.

Single Bridge Slated For Grauwylers-Hiline

A single bridge to serve Grauwylers and Hiline Roads across the Trinity River will be built just north of the present Grauwylers Bridge, County Commissioner Lynn Lawther has announced.

The \$200,000 span will be 28 feet wide and will be connected by a spur from Grauwylers Road. The two roads are used by Dallas-Irving traffic.

The latest traffic count showed that Grauwylers Road experiences a 24-hour average of 1,555 vehicles just east of the bridge, 1,030 west of the bridge near Loop 12, and 1,266 between the bridge and Union Bower. This volume is considered heavy in comparison with other county roads.

Mr. Lawther says he does not know yet when the plans will be completed or when the bridge would be ready for use. Plans for the low-water bridge are being prepared by Koch and Fowler, the county's consulting engineering firm.

Occupies New Warehouse. Hill Poultry Service, Inc., has occupied its new warehouse at 1636 Hinton near the Harry Hines and Inwood intersection. The 10,000-square-foot building is served by a railroad siding and truck loading dock. The firm produces the Chemic line of poultry remedies. They also are jobbers of vaccines, pharmaceuticals and specialties.

Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



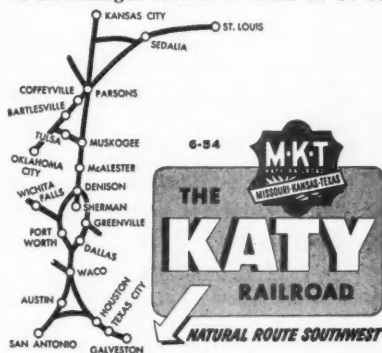
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THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Young Men Going Places

Leon Harris, Jr.

By Robert Carl

A new twist is given to the "traveling salesman" story by a young man who has been to Europe more times than he can remember, and who buys as much as he sells.

A believer in world-wide markets, he is considered one of the keenest merchandising men in the country and an authority on women's fashions — yet he is only 27 years old.

With seven glamorous models, this young man invaded the white sandy shores of the Riviera in highly-decorated France, and planted the Lone Star flag of fashion in the dazzled eyes of *Les Femmes*.

Leon A. Harris, Jr., is the name. At 24, he was named vice president and general manager of A. Harris & Company.

Leon doesn't hesitate; he's a go-getter. And he has repeatedly proven that he is a *young man going places*.

"Texas Week on the French Riviera," held two years ago, is still remembered. The unprecedented event reaped a harvest of world-wide publicity, inspired international goodwill, and created new markets for Southwestern garment manufacturers.

The former editor of his college humor magazine, *The Harvard Lampoon*, also wrote the contemporary classic, "Twas the Night Before Christmas — in Texas, That Is."

First introduced through a series of store window displays as part of a merchandising theme, the colloquial parody is now familiar during the Yuletide season. More than 35,000 copies in book form alone have been sold. This is not includ-



ing the thousands of musical recordings made by orchestra leader Freddy Martin and cowboy singer Gene Autry.

A. Harris & Company's coveted Texas Award was also Leon's inspiration. This honor is conferred each spring upon a native Texan who has made the greatest contribution to America within a particular field or profession.

Besides business activities, Leon accepts many responsibilities in civic planning. He is a newly appointed director of the Dallas Crime Commission, a trustee for the Dallas Polio Institute, the Dallas Historical Society and the Dallas Print Society. For his participation as trustee for the Dallas Museum of Fine Arts, Leon has been highly commended. He directed A. Harris & Company to commission the famous artist George Grosz to do a series of paintings depicting scenes around Dallas commemorating the store's recent sixty-fifth anniversary.

Leon feels "it is the duty of local institutions who have prospered in a community to help those civic organizations which contribute to the artistic and the intellectual life of the community."

He served on the board of directors for the Dallas Symphony Orchestra, and the former Dallas Civic Federation. He is now a member of the executive committee of the Dallas Council on World Affairs. As

one of the founders and a past president of the Friends of the Dallas Public Library organization, Leon helped effect the re-building of Dallas' Public Library.

As a boy, Leon attended Texas Country Day School, although most of his formal education was acquired in the East. At Phillips Academy in Andover, Massachusetts, he was graduated cum laude. He then enrolled at Harvard University where he received scholastic recognition and graduated with a Bachelor of Arts degree in 1947.

A warehouse, not a swivel chair, provided the initial setting for Leon's acquaintance with the business world. Here he worked for several months before advancing to the various other departments of A. Harris & Company. During the interval, he familiarized himself with procedures and general merchandising.

Soon appointed merchandising manager for the ready-to-wear departments at Main and Akard Streets in Dallas, Leon saw sales hit an all-time high that year — more than a \$750,000 increase in total receipts.

Over and above his gregarious and affable personality, Leon progresses in civic affairs because he sincerely believes in Dallas. And he believes "that it is the men — the businessmen — that will make Dallas continue to grow."

Byrne Commercial Colleges Re-Open in Dallas Area

Byrne Commercial Colleges has re-organized with three schools operating in the Dallas-Fort Worth area and headquarters at 130 Casa Linda Plaza in the White Rock area of Dallas.

The National Association of Byrne Commercial Colleges for a time inactivated while the re-organization was in progress.

Schools are now operating in Grand Prairie, Arlington and Irving and plans call for opening four more in the area by September 1.

Each of the present schools and the proposed schools will be situated in suburban locations, Doris Cockrell Ross, president and educational director, said.

Byrne Colleges have exclusive franchises to teach Byrne Simplified Shorthand and Byrne Practical Touch Typewriting.

★

Interests Bought Out. Ronald J. Kahn has announced the acquisition of all other interests in the Ronston Corporation and has increased the capitalization of the tool and die organization by 50 per cent. Mr. Kahn bought the interests of Fred Stone of Dallas and Richard Rosenberg of Columbus, Georgia. The capitalization of the firm was increased from \$31,000 to \$46,000. The Ronston Corporation serves a nine-state area in the Southwest specializing in precision and production work including design, research and development in the industrial, electronics and aviation fields.

★

Opens Service Center. Archibald Holmes and Son has opened a new carpet warehouse and service center at 155 Howell in the Trinity Industrial District. The formal opening was attended by Lyle Holmes, president, and A. M. Holmes, vice president of the Pennsylvania-based manufacturing firm. The new warehouse and center occupies 13,500 square feet of space in showroom, storage and cut-order facilities. The building was leased from Ed Bullman and Stan Kline of Dallas. Negotiations were handled by Grady Jordan of Bolanz and Bolanz.

★

Firm Leases Space. S. Riekes and Sons has leased 5,600 square feet of space at 2225 Laws. The new office and warehouse will service North Texas in distributing Owens-Illinois Glass containers and metal cans and Libbey Glass bottles. Lease negotiations were handled by Jim Moran of Hudson and Hudson, Dallas realtors.

There's a New Sound in the Air



... the sound of a happy secretary whose boss uses a Dupli-voice magnetic dictating system, now available to all Texans.

This system, completely contained in one portable unit, will let you dictate and erase errors and the plastic recording belt can be erased and used over and over again! Call for your demonstration, today.

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Serving Your Needs For 21 Years With Top Efficiency

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Insurers and Realtors

National City Bank Bldg.

PR-8032

John Wanamaker, the Great Merchant Prince said:

"Some years ago I had a capital of about a half million dollars. I then realized that a businessman with a half million of capital and a million and a half of insurance on his life would have better credit than one with a half million and no insurance—so I took the insurance.

"I found that, trading on the credit it created, I made more profit than if the money which went into insurance had gone directly into my business."

Ray Campbell, Jr.

GENERAL AGENT

MASSACHUSETTS MUTUAL LIFE INSURANCE CO.

1200 Tower Petroleum Building... Call PR-8872

ANNOUNCING

OUTDOOR - SOUTHWEST

June Issue

Outdoor advertising will be spotlighted in the June issue of Southwestern Advertising and Marketing. National, regional and local advertisers in the Southwest and their advertising agencies will be told the objectives and the influence of the outdoor advertising industry.

For outdoor advertising plant operators and for suppliers to the outdoor advertising industry, this issue offers an opportunity to use advertising space for telling a sales story to sales executives, advertising agencies, district managers and advertising managers. Total circulation is 3,207.

For further information call RA-7001 or write



SOUTHWESTERN ADVERTISING & MARKETING

Southland Life Bldg.

Dallas, Texas

Southland
Life Insurance Serving Since 1900 Company

ASSETS OVER \$160,000,000
Insurance in Force Over
\$800,000,000

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We maintain an

active trading market

in the stock of

SOUTHLAND LIFE INSURANCE CO.

WALKER, AUSTIN & WAGGENER

INVESTMENT SECURITIES • MUTUAL FUNDS
REPUBLIC BANK BUILDING • DALLAS, TEXAS • RA-6181

*On the horizon of Dallas
and the Nation*

**A NEW
LANDMARK
IN
INSURANCE
AND
FINANCE**



"Building a Better America"

ENR 402



Elected Association Head

John Stuart, comptroller of Texas Employer's Insurance Association — Employers Casualty Company, has been elected president of the Dallas chapter of the National Office Management Association. T. L. Redden was named vice president; H. S. Bohannon, second vice president; Max Brown, recording secretary; Lewis Allen, corresponding secretary, and W. S. Adams, treasurer. Elected directors were E. H. Kunkel, immediate past president, Jack Crowder and Hilton Campbell. The Dallas chapter has 130 members and is affiliated with the national organization.

*

Two new salesmen have joined the staff of Kelley Manufacturing Company. RAMON T. AUTREY, SR., and MACK C. LONG, JR., will work out of the firm's Dallas office.

*

Hobbs Trailer Equipment Company has announced the appointment of FRANK L. DORMAN as special representative for Hobbs-Schonrock Cable Dump.

*

The vice president of the Dallas Federal Savings and Loan Association, LLOYD S. BOWLES, has been elected secretary-treasurer of the Southwestern Savings and Loan Conference.

*

ERIC McMASTER, a former member of the national advertising staff of The Dallas Morning News, has joined the Dallas office of the Branham Company in the newspaper sales staff.

*

BERRY G. BOYD has been named sales manager of Henry-Seay and Company, Dallas investment banking firm.

DALLAS • APRIL, 1954



Braniff Purchasing Agent

Charles M. Mathews, assistant purchasing agent for Braniff International Airways since 1950, has been named purchasing agent for the Love Field based airline. Mr. Mathews will supervise buying of almost \$3,500,000 annually of supplies, plane parts and equipment required on the line's 33,000 item inventory. He joined Braniff in 1945 as inventory control supervisor.

★

Bradley, Oliver and Associates, petroleum consultants, has announced the association of SIDNEY H. GOTTLIEB, a 1940 Texas A. and M. graduate with a degree in chemical engineering.

★

The new head of the fashion division of Peter Wolf Associates is IAN MEREDITH, who is presently working on the interior design of the new \$500,000 Women's Building at Fair Park.

★

Dallas Banker BEN WOOTEN has been named civilian aide to Army Secretary Robert T. Stevens for Texas. The president of the First National Bank said his duties will be to disseminate information on matters and policies having a bearing on Army and civilian life.

★

The board of trustees of Texas Christian University has elected THEO P. BEASLEY, president of Republic National Life Insurance Company, to its membership.

★

An assistant trust officer and assistant cashier of the First National Bank in Dallas, WILLIAM P. IRVING, will become a specialist in problems of trust and estate accounting and taxation at the bank.

DALLAS • APRIL, 1954

SOUTHWESTERN INVESTORS, INC.

A diversified Investment Company

Jerome K. Crossman, Chairman of Board

For prospectus call or write

EPPLER, GUERIN & TURNER

415 Fidelity Union Life Bldg. • Dallas, Texas • Phone RI-3681

Our Greatest Asset

1000 STOCKHOLDERS

and we give them a good report

Our company was organized in 1951 with a combined surplus and capital of \$50,000.

TODAY OUR COMBINED CAPITAL AND SURPLUS IS APPROACHING 1/2 MILLION DOLLARS.

More than one thousand Texas folks have placed their money and their confidence with us. With their support and interest combined with a strong and intelligent agency force, Great Southwest Life will go forward with unprecedented life insurance sales and financial stability.



GREAT SOUTHWEST
Life Insurance Company

4636 ROSS

DALLAS, TEXAS

D. A. CHILDRÉ, President

Riverside 6611

Riverside 6 Insurance

Kenneth Murchison & Co.
1315 Pacific Avenue

CONSULTING ENGINEERS

4801 Lemmon Avenue

LO-8351 JU-9562

Our carefully screened applicants are tested for ability and personality to give you office harmony, co-operation, and satisfaction.

DALLAS EM
530 Gibraltar Life Bldg.

STerling 5271

Whatever your needs, make InsurOmedic

Your First Choice for Real Protection

INSUROMEDIC

Life Insurance Company
POST OFFICE BOX 1251 DALLAS 1 TEXAS
BRYAN AT OLIVE STREET

PIONEER FISHER, President



Dr. Umphrey Lee, who resigned as president of Southern Methodist University because of failing health, has been named chancellor of his alma mater. The board of trustees of the university accepted Dr. Lee's resignation from the office of the presidency, but created the chancellor's position until the popular author and educator reaches normal retirement age. Dr. Lee is 61; normal retirement age is 65. The new chancellor will act in an advisory capacity, Bishop A. Frank Smith, chairman of the board, announced. The board said a new president may be named at the regular spring meeting May 6.

A 12-year veteran employee of the J. C. Penney Company, **KEN RUTLAND**, has been named assistant manager of the company's Inwood Plaza store.

The manufacturing and distributing firm, the Schoellkopf Company of Dallas, has named H. W. LUKER manager of the appliance division.

JOHN McKEE has been elected president of the board of the Texas Scottish Rite Hospital for Crippled Children.

RAYMOND E. ZAHN has been appointed regional manager of banking equipment sales of Diebold, Inc., of Canton, Ohio, with headquarters in the Dallas branch office.

The Lakewood State Bank of Dallas has announced the promotion of ROBERT C. HADEN to assistant vice president.



BILL KENNEDY

Bill Kennedy is Dallas General Agent for the American Investors Life Insurance Company. He is a trained, capable, and conscientious life underwriter. Before the need for insurance arises, please consult him about the following plans:

Retirement Income

Monthly Savings

Mortgage Redemption

Income Provider

Youth's Estate Builder

20-Pay Coupon

Accident and Health

Hospitalization

including a guaranteed —

Non-Cancellable

Hospitalization Plan



Dallas General Agency
6138 Berkshire Lane

EM-1181

EM-6688

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Real Estate Loans

Reserve Loan Life Bldg.

Phone RI-4663

FOR EXPERIENCED SERVICE OF

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AIR CONDITIONING

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Matthews Engineering Company

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Increase your
sales with

quality printing

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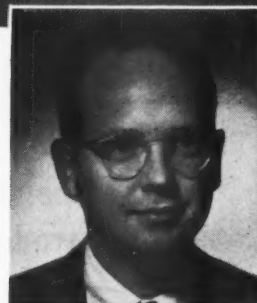
Commercial
PRINTING

AND LETTER SERVICE CO.

RAndolph-8168

313 N. AKARD

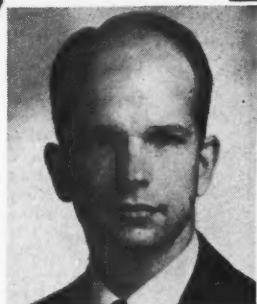
DALLAS, TEXAS



Bill Newman



Orion Newman



Larry Newman

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APRIL, 1954

DALLAS • APRIL, 1954

83

GEO. W. McCORMICK INSURANCE AGENCY

Established 1920

1205-6 DALLAS NATIONAL BANK BUILDING
DALLAS 1, TEXAS

Geo. W. McCormick
Geo. E. McCormick
Hugh A. McCormick

RAndolph 9026

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BURTON & WILKIN AND ASSOCIATES

Writing Over 100 Forms of Insurance

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SEE *The Dorsey Company's* new modernization plan

*you can have a correct office planned
for efficiency — appearance — profit*



**Walls, floors, draperies, upholstery and modern office
furniture — all coordinated — all yours from one source**

Call us today, for a full-color demonstration of our new Certified Office Planning Service, which enables us to equip your office from wall-to-wall, from ceiling-to-floor. This extra service costs you no more — in fact, saves you time and energy, and brings you increased profits through greater employee output and morale.

THE DORSEY COMPANY

STATIONERS • LITHOGRAPHERS • PRINTERS

OFFICE FURNITURE • FILING DEVICES

210 S. Poydras St. • Dallas • ST-4511

New Office Processes Money Orders to Mexico

An international money order office designed to process all money orders moving between the United States and Mexico has been established in Dallas, a postal office department official has announced.

William Schlichter, formerly with the postal service in Washington, D. C., has moved to Dallas to head the Dallas office.

Beginning April 1, international money orders are being handled by a punch card system which has been used for domestic money orders since 1951.

The Dallas office will replace former offices at Laredo and El Paso which had been handling the money orders as exchange offices. These offices were closed April 1.

The new office will employ three to five persons, including some from the El Paso and Laredo offices who are familiar with language difficulties.

★

Insurance Council Approved. The board of directors of the Insurance Policyholders Association of America, Inc., has adopted a proposal to establish and sponsor a national council on insurance education designed to serve policyholders and the general public. The group also approved a "seal of approval" plan covering all forms and types of insurance. The endorsement would be issued only on the recommendation of qualified experts on the particular types of contracts.

★

Flower Firm Opens. A new firm, Garner-Johnston Flowers at 2500 Maple, features an exhibition of paintings and sculpture by Dallas artists integrated with floral displays. Owners are Dick Garner, who studied floriculture at Oklahoma A. and M. College, and Ronald Johnston, an art graduate of North Texas State College. Both Mr. Garner and Mr. Johnston have been associated with florists in several Texas cities. Their combined experience in the floral business totals 17 years.

★

Buys N.Y.C. Stock. Clint W. Murchison, of Dallas, teamed with Sid W. Richardson of Fort Worth recently to buy an 800,000-share block of New York Central stock, the largest single block of N.Y.C. shares. Purchase price was \$20,000,000. The 800,000 N.Y.C. shares were owned by the Chesapeake and Ohio Railway and, under Interstate Commerce Commission ruling, have been held in trust by the Chase National Bank of New York.

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New Women's Building To House 1954 Show

The 1954 State Fair of Texas Fashion Show will be housed in the new \$450,000 Women's Building being constructed in Fair Park.

The 50,000 square-foot building will devote space to 67 nationally known fashion exhibitors showing in such categories as textiles, accessories (gloves, handbags, handkerchiefs, scarves, etc.), personal accessories (girdles, underclothing, etc.), luggage, precious jewels and cosmetics.

Other space in the air-conditioned structure will be devoted to needlework and cooking exhibits. The Fair's fashion director is Evelyn Lambert. Mrs. Leah Jarrett is manager of the women's department.

The fashion show will run throughout the 16-day State Fair of Texas. The State Fair is the nation's largest annual exposition in terms of attendance. Last year 2,382,712 visitors attended.

★

The new general traffic and sales manager for Braniff International Airways is R.H. (BOB) BURCK, a 22-year veteran of commercial aviation.



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STEEL
FILING CABINETS

- 2, 3, 4 and 5-drawer sizes
- ★ letter and legal size
- ★ with and without locks
- ★ baked enamel finish: green, walnut, mahogany, platinum gray
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BUILT STEEL FILING CABINETS
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for Over Sixty-Five Years*

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STORE, OFFICE AND BANK FIXTURES SINCE 1922**

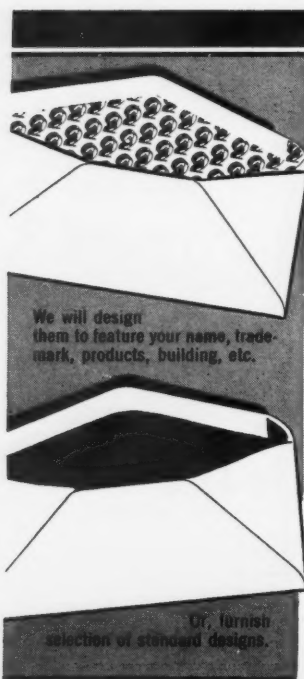
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**Show Case & Fixture
Manufacturing Co.**

You'll be satisfied if it's an Adleta installation

1914 Cedar Springs — Dallas 1, Texas

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"PEEPING TOMS"**

when you use...

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Art Lined
ENVELOPES

All designs on the inner face of Tension Art Lined Envelopes eliminate "see through" even when held to the light. You, your customers and employees will appreciate this added privacy for checks or confidential messages.

These envelopes, too, lend prestige to your mail, help advertise your company and your products. You can enjoy these extra benefits...and at very little extra cost. Write for samples today.

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TENSION ENVELOPE CORPORATION

FT. WORTH 12, TEXAS

5900 East Rosedale
In DALLAS Call Riverside 3049

Lockwood 8311

New Members

(Continued from Page 37)

pany, 202 Mercantile Commerce Building
John C. Touchstone, president.

Rawlinson Electric Supply Company,
127 Pittsburg; Percy Rawlinson, owner.

Robertson and King Motor Supply,
1845 Levee; Yancy Robertson, partner.

Geo. E. Christensen, architect, 709
North St. Paul.

Harper and Turner Oil Company, 504
Mercantile Securities Building; C. D.
Miller, executive vice president, F. E.
Harper and Roy J. Turner, owners, Okla-
homa City.

Auto Convoy Company, P. O. Box
11097; Waldo E. Stewart, Gordon Hall,
H. L. Allen, H. E. Stewart, Peter P.
Stewart.

Creslenn Oil Company, 508 Conti-
nental Building; Preston H. Alexander,
president.

John B. Guenther, 7322 Marquette.

Wright Industrial Products, 5738 North
Central Expressway; William N. Wright,
owner.

J. V. Folsom and Son, 301 North Mar-
ket; J. V. Folsom, president.

The Schermerhorn Agency, Tower Pe-
troleum Building; G. William Schermer-
horn, president.

Bureau of Federal Credit Unions, 901
Ross; Buford B. Lankford.

Sam G. Wynn, U. S. Surplus Property
Representative, 901 Ross Avenue.

**Immel Engineering and Development
Company**, 1008 Rock Island; John R.
Immel, president.

Select Imports, Inc., 1002 Santa Fe
Mart; G. L. Levi, president.

Gowdey Life Insurance Company, 400
Southwestern Life Building; Harry R.
Gowdey, president.

National Dry Goods Wholesalers, 909
Jackson; Harry L. Koenigsberg, president.

America Fore Companies, 1505 Fed-
eral; James D. Culpepper, C. C. Gorsuch,
A. D. Jackson, A. W. Beckmann, E. C.
Hanson, Jr.

Glover Rubber Stamp Company, 210
North Lamar; E. D. Whitley, general
manager.

Wm. H. Fogarty and Company, 1417
First National Bank Building; Wm. H.
Fogarty, owner.

Safety Convoy Company, P. O. Box
11097; H. E. Stewart, Peter P. Stewart,
H. L. Allen, Gordon Hall, Waldo E.
Stewart.

**Allied Belting and Transmission Com-
pany**, 2614 Sylvan; C. T. Roberts, general
manager.

Berry Brothers Machinery Company,

P. O. Box 5490; S. E. Berry and R. S. Berry.

Dr. Alex A. Eisenberg, 4107 Lemmon.
Lyon Gray Lumber Company, 700 South Marsalis; Sam Sutton, manager.

Jack Cage and Company, 500 South Ervay; Ben Jack Cage, president, Stephen B. Booke, Frank G. Newman, Stanley Prichard, James Brophy.

Southland Distributors, Inc., 2401 Bryan; A. F. Korn, president.

David Heath, attorney, Republic Bank Building.

Wonder Building Corporation of America, 923 Fidelity Union Life Building; Leslie Lagoni, manager.

T. E. Crabb, U. S. Treasury Department, Room 430, Post Office Building.

Ray Manning Catering Company, 5200 East Grand; Ray Manning, owner.

Mel R. Summers, U. S. Department of Health, Education and Welfare, 901 Ross.

Saling Personalized Letter Service, 2902 Brandon; Thomas W. Saling, owner.

Sales Associates, 1301 Broom; Ed Schwillie, president.

Apex Blind and Shade, 3407 Ross; Herbert Chandler, owner.

C. P. Waggoner Sales Company, 301 S. E. 14th, Grand Prairie, Texas; C. P. Waggoner, owner.

Robert Stern Insurance Agency, 915 Commerce; Arthur Stern, partner.

Harvey Machine Company, Inc., 137 Walnut Hill Village; A. G. Bauer, manager.

Franklin Supply Company, 1428 I.C.T. Building; Leland H. Strouse, manager.

A. C. Andrews Company 2109 Main; A. C. Andrews, owner.

Garner-Johnston Flowers, 2500 Maple; James D. Garner, partner.

Southwest Tool and Die Company, 520 West Davis; Harry Boucher, partner.

Way of the Zephyrs



SHIP
and
TRAVEL

via
"F W & D"

Burlington
Route

FORT WORTH AND DENVER RY.

112 So. Field • Dial RI-9666
DALLAS 2, TEXAS

This Is a Question

People Often Ask Us . . .

"How is it you are so downright friendly with your depositors? From president . . . to porter, up and down the line, it's the same. A smile of welcome, a handshake, a word of greeting, more often than not you hail them by their first names. How do you do it and run a sixteen million dollar bank?"

OF COURSE we know the people who bank here. We regard them as our friends, and it's only natural for us to be glad to see them when they come into the bank, and to take a warm personal interest in their welfare. As for "first names" . . . it's an old custom with us, dating back longer than most people now living can remember.

What We'd Like to Bring Out Is: while we've added millions in resources during our 75 years of banking existence, we've never grown beyond the reach of our smallest depositor, never lost the personal touch.

This feeling of cordiality is not limited to our old friends. We feel the same way toward new depositors and will do everything in our power to make all their relations with the bank as pleasant and helpful as possible. Come in and get acquainted. We are equipped to render every modern banking service.

THE NATIONAL BANK of COMMERCE

Member Federal Deposit Insurance Corporation

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Every Sale Is Based on CONFIDENCE

— CONFIDENCE in the Future. Confidence that the expenditure will pay out. Confidence in new business — and Confidence in Collections. You can't buy Confidence — but you can place your sales message in a publication that has reflected the confidence and progressive spirit of Dallas for 32 years.

Since 1922 — DALLAS has been read by the Key Executives who have built Dallas and the Southwest. Reading DALLAS every month is part of their business life.

That's why more and more progressive advertisers are using DALLAS and getting results. You can sell best in an atmosphere of confidence. Tie your sales message to the Dallas Story and watch the Results.

DALLAS

Call
PROspect 8451

TOM McHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

Dallas PIONEERS



Established

1898 The Praetorians
Life Insurance Service

1900 The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere
Plow Company
Agricultural Implements

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons
Insurance Managers
Fire — Casualty

1907 The Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 W. W. Overton
& Co.
Food Brokers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance



THE modest beginning of Dallas' multi-billion dollar insurance industry is reflected in the above photograph of Ike Jalonick in the first office of the Republic Insurance Company a half-century ago. Conservative Eastern insurance men looked askance at the organization of Texas home companies at the turn of the century. Even in 1891 when Ike Jalonick's brother George organized a rating bureau in Dallas, such a venture was unheard of. Eastern companies wrote almost all the major Texas insurance business and made their own rates, based on the experience of other states. In 1898, the Praetorians, chartered as a fraternal insurance company, became one of Texas' first life underwriting organizations. In 1903, George and Ike Jalonick, along with other Texas business pioneers, organized the parent casualty company of what is now the Republic Insurance Company. In 1908, the Praetorians built the first skyscraper in Dallas, the forerunner of the dominant finance and insurance structures making up the modern Dallas skyline. Today the Republic Insurance Company is recognized as one of the South's leading fire and casualty insurance companies. The Praetorians, now in their fifty-sixth year and under the presidency of John N. Harris, have more than \$19,500,000 in assets and more than \$70,000,000 of insurance in force. They are an old line legal reserve company regarded as one of the nation's strongest fraternal insurance organizations.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1869 Padgett Bros.
Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway
& Terminal Co.
Street Railway

1872 Huey & Philp
Company
Wholesale

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1878 National Bank
of Commerce
Banking

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1893 Sparkman-Brand,
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

47%
or
\$9,430.07

Saved....
IN PREMIUMS

What
POLICYHOLDERS
Say

This is one of many testimonial letters received from policyholders of the Texas Employers Insurance Association.

Ask the Texas Employers representative nearest you to show you more of these letters, as proof of what Texas' largest writer of Workmen's Compensation Insurance can do for you.



Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas

HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
PORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS



WE QUOTE FROM A POLICYHOLDER'S LETTER:

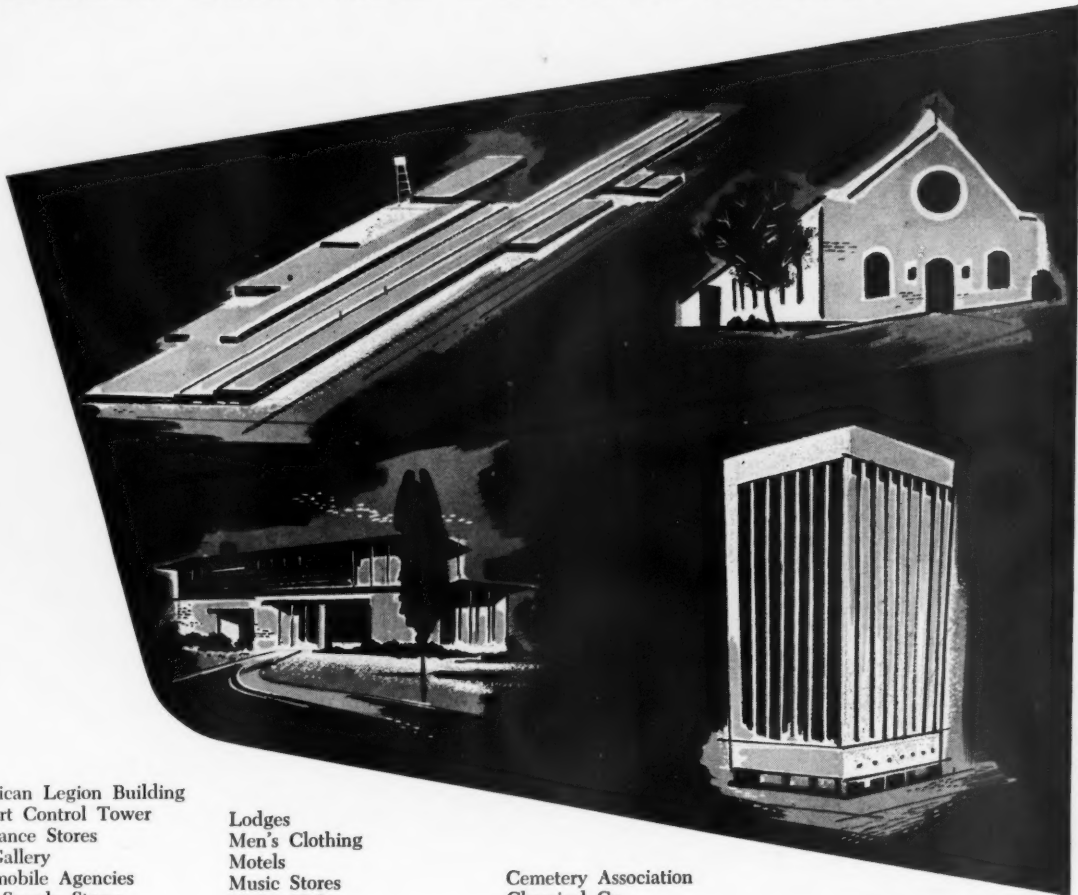
"We wish to acknowledge the receipt of your dividend check in the amount of \$7,178.57 which was recently delivered to us by your representative. This check along with the Guaranteed Cost Discount of \$2,251.50 makes a total saving on the Standard Premium of \$9,430.07 or 47.69% of the total Workmen's Compensation Premium paid by us for the period 1-1-52 to 2-1-53.

"We feel that this saving was brought about by the interest of our management and employees in accident prevention work and the cooperation and service rendered by your sales, engineering and claims departments."

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS

OVER 100 KINDS OF BUSINESSES HAVE CHOSEN GAS AIR CONDITIONING



American Legion Building

Airport Control Tower
Appliance Stores
Art Gallery
Automobile Agencies
Auto Supply Stores
Bakeries
Banks
Barber Shops
Beauty Colleges
Cafes
Cafeterias
Children's Clothing
Churches
Clinics
Cattle Auction Barn
Department Stores
Drive-Ins
Drug Stores
Dry Good Stores
Florists
Funeral Homes
Furniture Stores
Geophysical Laboratories
Grocery Stores
Hardware Stores
Hospitals
Jewelry Stores
Ladies' Clothing
Libraries

Lodges
Men's Clothing
Motels
Music Stores
Night Clubs
Novelty Shops
Office Equipment
Optical Companies
Package Stores
Parsonages
Penthouses
Pharmacies
Photograph Studios
Printing Plants
Private Clubs
Radio Stations
Recreation Clubs
Sanitariums
Service Stations
Shoe Stores
Super Markets
Test Laboratories
Theatres
Variety Shops

OFFICES

Accountants
Baseball Club
Building Material Co.

Cemetery Association
Chemical Co.
Chiropractor
Credit Corporation
Dentist
Engraving Co.
Freight Line
Fund Raising Association
General Contractor
Geophysical Laboratories
Government
Heavy Equipment Co.
Hotel Co.
Insurance Co.
Interior Decorator
Law
Loan Association
Lumber Yard
Newspaper Co.
Oil Well Supply
Paint Manufacturer
Petroleum Production Co.
Physicians and Medical Doctors
Printing Co.
Railroad Co.
Real Estate

Roofing Firm
Steel Product Co.
Telephone Co.
Trailer Co.
Veterinarian
Wall Board Manufacturing
Warehouse and Storage
Welding Shop
Wholesale Appliance Co.
Wood Treating Co.

MANUFACTURING PLANTS

Aircraft
Cookies
Engine Rebuilders
Home Builders
Iron Works
Prefabricated Housing
Sash and Door
Shrouds
Sporting Goods
Textile
Tile
Valves and Meters



It will pay you to investigate. Call or write —

LONE STAR GAS COMPANY

Dallas Public Library
Medical Division
...nce St.

D



IF THE PROBLEM IS MONEY *Ask a Mercantile Man*



As an employer, you probably pride yourself on holding and deserving the goodwill of your employees. That's as it should be. But unless your firm sponsors a Credit Union, don't be a "banker" for your employees. Instead, suggest that they see one of our friendly, experienced loan officers.

He'll gladly make money available for medical, dental or hospital bills; a new baby, or other personal expenses;

needed home improvements; or for financing the purchase of a new car.

In "Asking a Mercantile Man" your employees avoid exorbitant financing charges; get helpful, practical suggestions about their finances; and learn to handle their borrowing on a sound and business-like basis. When the problem is financial, be sure to "Ask a Mercantile Man."

MERCANTILE NATIONAL BANK

Dallas, Texas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Man